DOCUMENT RESUME

ED 167 067 **IR 006 537**

TITLE	Annual Report of the Free Library of Philadelphia. Annual Reports, January 1, 1968-June 30, 1972-July 1, 1973-June 30, 1977.
INSTITUTION	Free Library of Philadelphia, Pa.
PUB DATE	77
NOTE	160p.
EDRS PRICE	MF-$0.83 HC-$8.69 Plus Postage.
DESCRIPTORS	Administrative Personnel; Annual Reports; Community Benefits; Comparative Statistics; Financial Support; Library Acquisition; Library Circulation; *Library Expenditures; Library Extension; *Library Planning; Library Programs; *Library Services; *Public Libraries; Scheduling; State Aid
IDENTIFIERS	*Free Library of Philadelphia

ABSTRACT

Seven reports cover library activiites for the periods January 1, 1968-June 30, 1972 and July 1, 1973-June 30, 1977. Similar in format, each report begins with the current board of trustees, board of directors, and administrative staff, followed by the director's commentary. The body of the report itself is divided into two major areas: Public Services and Supportive Services (or Internal Operations). Discussed under the former heading are the Central Services Division, the Extension Division, the Office of Work with Adults and Young Adults, the District Library Center, and the Library for the Blind and Physically Handicapped; under the latter heading fall the Processing Division, Public Relations, and the Administrative Services Division. General information concerning library policies and operations precede comparative statistics for the current and previous year. Book stock, miscellaneous stock, circulation and use, registration, agencies, personnel, and operating budget are each statistically represented, and a projected five-year capital program schedule is provided at the end of each reporting period. (JD)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED167067

18 MONTH REPORT

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACYLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ANNUAL REPORT

JANUARY 1, 1968 JUNE 30, 1969

THE FREE LIBRARY OF PHILADELPHIA

IR 006 537

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Keith Doms

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

.OGAN SQUARE, NINETEENTH AND VINE STREETS

THE FREE LIBRARY OF PHILADELPHIA

1968/69 ANNUAL REPORT

TABLE OF CONTENTS

	Page
Letter of Transmittal	iii
Board of Trustees	v
Board of Directors	vi
Administrative Staff	vii
Director's Report:	
Introduction	1
Services to the Public	
Central Public Departments	3
Extension Division	5
Office of Work with Adults and Young Adults	8
Office of Work with Children	9
Internal Operations	
Research and Analysis Unit	12
Administrative Services Division	12
Personnel Office	12
Processing Division	13
Public Relations Department	14
District Library Center	14
Statistical Report	16
Finance	21

THE FREE LIBRARY OF PHILADELPHIA
Logan Square, Philadelphia 19103

Hon. James H. J. Tate
Mayor of the City of Philadelphia
Room 215, City Hall
Philadelphia, Pa. 19107

Dear Mr. Mayor:

I take pleasure in delivering to you the enclosed Report of the Director of The Free Library of Philadelphia for the period January 1, 1968 to June 30, 1969.

This period has seen the opening of three new branch agencies and the near completion of two others, plus the addition to an existing branch. The public is now increasingly turning to the public library for professional services and resources of information, which has altered the type of service done through our branches. This general trend has made it necessary for the library staff to re-evaluate the function and services of its branch agencies.

The entire library system, but particularly the Central Library, has been hampered throughout the entire period by a shortage of staff. These shortages have been particularly acute in the behind-the-scenes operations. Some new equipment and procedures have been planned to help alleviate some of the difficulties, but this will not be accomplished in a short time. Some building improvements have been made which should also facilitate operations and ultimately prove beneficial to over-all service.

Programming throughout the library system was at a peak with expansion into new areas; especially in programs geared to the disadvantaged and minority groups. Book selection personnel became even more acutely aware of the wide range of reader interests through reader demand. The library, of course, still continues to be handicapped by the inflationary costs of library materials and the static budgetary position.

This is only an overview to the progress and problems of the library system for the period of the report. In some ways the library has continued to make very significant strides forward. Other influences have held the system to a static position which the Director and his staff are committed to overcome.

Respectfully yours,

James A. Montgomery Jr.

James Alan Montgomery, Jr.
President
Board of Trustees

THE FREE LIBRARY OF PHILADELPHIA

BOARD OF TRUSTEES

Officers

President	James Alan Montgomery, Jr.
First Vice President	William W. Bodine, Jr.*
Second Vice President	Francis Heed Adler*
Secretary	Mrs. Salivia T. Sharpe*
Treasurer	Provident National Bank

Trustees

Seymour Adelman
Francis Heed Adler
Abe Belsky
William W. Bodine, Jr.
Mrs. James Bond
David Bortin
George Carroll Buzby
Robert W. Crawford, Recreation Commissioner (Ex-officio)
Robert Dechert
John B. Gest
Millard E. Gladfelter
Mrs. Robert McCay Green
William H. Hastie
Joseph F. Lockard
William F. Machold
Frank C. P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick III**
Mrs. Linton Satterthwaite
Louis Stein

Trustees Emeritus

Mrs. Catherine D. Bowen †
Lessing J. Rosenwald †

* Elected June 20, 1968
** Appointed April 18, 1968
† Designated Trustees Emeritus April 18, 1968

6

THE FREE LIBRARY OF PHILADELPHIA

BOARD OF DIRECTORS

The Free Library of Philadelphia was incorporated in 1891 upon the initiative of Dr. William Pepper, stimulated by a bequest in excess of one quarter of a million dollars from George S. Pepper. The Board of Directors is self-perpetuating and the members, except those ex-officio, serve for three years. The Corporation owns real estate, special collections of books and manuscripts, and certain endowment funds.

A Board of Trustees was created by Ordinance of City Council in 1894, enabling the library system to receive appropriations from the City of Philadelphia for establishing and maintaining a free library. The Board of Trustees, under a management contract, oversees the operating affairs of the Corporation.

Officers

President	James Alan Montgomery, Jr.
First Vice President	William W. Bodine, Jr.*
Second Vice President	Francis Heed Adler*
Secretary	Mrs. Salivia T. Sharpe*
Treasurer	Provident National Bank

Directors
(elected for three years)

Seymour Adelman
Francis Heed Adler
Abe Belsky
William W. Bodine, Jr.
George Carroll Buzby
Robert Dechert
John B. Gest
Mrs. Robert McCay Green
William H. Hastie
Joseph W. Lippincott**
William F. Machold
Frank C. P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick, III***

Ex-officio Members: James H. J. Tate, Mayor
Paul D'Ortona, President, City Council
Richardson Dilworth, President, Board of Education

* Elected June 20, 1968
** Resigned June 19, 1969
*** Elected June 20, 1968 to fill unexpired term of William Logan Fox. Elected June 19, 1969 for full three-year term.

THE FREE LIBRARY OF PHILADELPHIA

ADMINISTRATIVE STAFF

1968/1969

Emerson Greenaway . . . . . Director

Donald Hunt * . . . . . Deputy Director

Mrs. Salivia T. Sharpe. . . . Administrative Secretary

Margaret C. Brown . . . . . Chief, Processing Division

Marie A. Davis. . . . . Coordinator, Work with Adults and Young Adults

Mrs. Jean C. Drake ** . . . . Administrative Assistant to the Director

Mrs. Carolyn W. Field. . . . Coordinator, Work with Children

Albert C. Gerould. . . . . Chief, Central Public Departments

Herman Greenberg. . . . . Personnel Officer

Ilse Lauerson (Acting) . . . Coordinator, District Services

Thomas W. McConkey . . . . Chief, Administrative Services Division

Grace E. Perkinson . . . . . Public Relations Officer

Charles N. Reed *** . . . . Chief, Extension Division

J. Randall Rosensteel † . . Administrative Assistant to the Director

Alan W. Thomas ‡. . . . . Chief, Extension Division

* Appointed July 1, 1969
** Resigned December 31, 1968
*** Retired February 29, 1968
† Appointed February 17, 1969
‡ Appointed March 1, 1968, formerly Coordinator, District Services

THE FREE LIBRARY OF PHILADELPHIA

1968/1969 ANNUAL REPORT

INTRODUCTION

To the Board of Trustees:

One of the greatest problems for the Free Library of Philadelphia during the period covered by this report was that of personnel. Although it was possible to fill a number of vacancies, a city-wide job freeze restricted activity for the first six months of 1969. An added deterrent to the Library's personnel position was the continuance of an alarming rate of turnover. These problems were encountered throughout the staff and were not restricted to any class or group. The local and national labor market continues to be more and more competitive, which will make future recruiting efforts a difficult task. However our recruitment efforts continue and it is expected we will see tangible accomplishments in the near future.

The budget figures presented in this annual report are, at first glance, very comforting. However, it must be stressed that the 1968/69 figures represent a budget for an eighteen-month period. Although there was a small increase, compared on a twelve-month basis, it did not mean that the Library could leap forward in great strides. The continuing inflationary rise of costs has affected the Library as it has all other organizations. The publishing industry has continued to raise costs, which has lowered the buying power of the Library because of the negligible change in its materials budget. Increases have been made in some areas, however the library materials budget, other than for new branches, has seen no significant rise in nearly a decade.

These aforementioned areas may tend to present an over-all bleak picture of the Library and this is not a completely true picture. Our capital program has continued on its scheduled course with the opening of three new branches and the near completion of two others. The total bookstock has reached its highest level with the collections very close to the goals set for them nearly fifteen years ago. However, with the expansion of knowledge in the decade of the

sixties, these collections must continue to evolve and change and be kept current and abreast of the times. Registered borrowers have also reached the highest level in the Library's history with nearly 600,000 citizens now able to borrow materials. There are, of course, an undetermined number of people who daily use the Library's resources but never borrow materials.

With this annual report I will end my tenure as Director of the Free Library of Philadelphia, having already expressed my intentions of retirement. The years since my appointment to this position in 1951 have been fruitful for me and, I trust, for the Library system. I have seen it grow in every way. We never accomplish all we want in our professional careers, but I feel that I leave a library system geared to change and growth and that it will continue that way; remaining, as it has been since its founding, one of the great library systems of the country. This would never have been accomplished without the fiscal support of the city, state and federal governments, the hard work and devotion of a loyal staff, and the utmost backing of the Board of Trustees. To these groups and the reading public I give my thanks with the knowledge that they will continue to give strength and support in the future to the Free Library of Philadelphia.

Emerson Greenaway

Emerson Greenaway
Director

SERVICES TO THE PUBLIC

CENTRAL PUBLIC DEPARTMENTS

During the 18 months covered by this report the shortage of staff, particularly clerk-typists and library pages, led to acute problems in the areas of bookshelving and the preparation of overdue notices. The serious turnover of personnel and the absence of candidates for these positions have compounded the problems. New equipment and procedure in the book-sorting operation and the proposal of a new method of allocating circulation figures will undoubtedly alleviate the situation, but the predicament remains a serious one.

The central building was open 337 days or 1.1% fewer days in fiscal 1969 than in calendar 1967, with an accompanying drop of 4.6% visitors. Student, weekend, and Christmas holiday use declined more rapidly this year due to the enforced Sunday closing during midwinter and the Christmas holidays falling during the middle of the week. The Haas Community Funds grant, which permitted the reestablishment of Sunday service in March 1969, resulted in 18,699 visitors, or 2.5% of the attendance for the year, which would otherwise have been lost.

Photocharged loans for the year declined 4.5%, with significant losses at the central building, and approximately half of these accounted for by the enforced Sunday closing. However, gains were recorded in several areas: 83% in the Regional Film Center, over 8% in both Interlibrary Loan and the Print and Picture Department, over 3% in District Services, and 1% at Library for the Blind and Physically Handicapped. Registration of new borrowers reflects the over-all downward trend in circulation, as does the decline in use of professional services in a comparison of fiscal 1969 with calendar 1968. However, a comparison of fiscal 1969 with a similar period in 1967–1968 reveals an increase of over 5% for total services and 7% for telephone services.

The book collection at the Central building now includes 1,136,586 volumes, housed in the 178,891 feet of shelving available in the building. Only 2,402 empty shelves, or 6% of the total shelving, remain available for new acquisitions. If these available shelves

were properly located, they would accommodate 84,070 books or about one year's acquisitions. The content of the bookstacks has long since passed the point where it can be efficiently managed, and even a casual observation justifies the conclusion that the Central building has exhausted its shelving.

The Art Department with its polylingual staff is attracting an increasing number of users from other than academic circles. The Regional Resource Plan has generously supplemented an already outstanding collection . . . . The Library for the Blind and Physically Handicapped appointed its first full-time field worker. Complete recataloging of the braille, talking book and tape collections was begun in an effort to further simplify the accessibility of these materials . . . The Business, Science and Industry Department continued its valuable contacts with labor organizations, streamlined its collection of pamphlets and reports, and rearranged sections of the collection for greater convenience to public and staff.

The Central Children's Department continued an active program involving schools, television, a summer film festival, and further development of the Illustrators', Historical and Folklore collections . . . As a result of a survey of the Marx collection in the Education, Philosophy and Religion Department, the decision was made to donate certain material to Gratz College and not to compete in this area with the growing collections at the University of Pennsylvania and Dropsie College . . . Programming in the Fiction Department was greatly curtailed during the year due to staff shortages; however, the staff has continued to serve in an advisory capacity to the fiction collections in all agencies of the Free Library . . . The Regional Film Center issued the fifth edition of the Film Catalog under a grant from the State Library. Statistics increased dramatically in all areas, with 1,620,100 people attending 33,200 film showings. The film collection and demand for professional services increased proportionately.

The Fleisher Collection of orchestral scores significantly contributed to the revival of interest in Romantic composers during the past season . . . The highlight of the year in the Literature Department was Helen Hayes' visit in conjunction with an exhibit on her career, even though programming and exhibits were otherwise curtailed due to staff shortages . . . Although circulation now seems to have stabilized at Mercantile Library, reference service, particularly by telephone, continues to increase.

With the assistance of the catalogs of the British Broad-

casting Company and the New York Public Library, the Music Department concentrated on building its reference collection. The American sheet music collection increased by 10% to a total of 94,700 items . . . . The Newspaper Department completed microfilming of the *PHILADELPHIA DAILY NEWS* (1925–1960). With the cooperation of microfilm operators from the Department of Records, four local Philadelphia weeklies were put on microfilm, and the work should be completed in 1970. Through the generosity of Mr. Arthur Klein, the microfilming of the files of the *JEWISH TIMES* was begun . . . . In the Print and Picture Department, the most notable acquisition of the year was a set of the original prints and a copy of the portfolio of reproductions of Benton Spruance's "The Passion of Ahab."

An ordinance passed by City Council designated the Free Library as the official depository of the City's printed reports and documents, a responsibility of the Public Documents Department . . . In the Rare Book Department, 3,512 items valued at $155,000 were added to the collection during the period. The staff continued to stress rebinding and repairing the collection wherever needed . . . . In the Social Science and History Department, a rapidly increasing book collection further complicated an already serious shelving problem. The physical rehabilitation of the map and chess collections continued.

EXTENSION DIVISION

In the Extension Division, the opening of new agencies has produced the first statistical gains since 1964. There is a distinct increase in the demand for professional services and in the use of the library as a resource for information and school-related reference materials. However, a continuing decrease in circulation (reflecting the national pattern in use of public libraries) has prompted the library staff to re-evaluate the nature of the function and service of branch libraries. The historical image of the public library as a collection of fiction and leisure reading is inadequate to current needs. The extensive improvement of school libraries, the ready availability of inexpensive paperback books, and the increasing absorption of leisure time by the media of film and music have con-

tributed to the changing nature and increasingly significant role of public libraries. The staff of the Free Library is dedicated, optimistic and curious to explore the vast new potential and the dynamic requirements of the changing Philadelphia scene.

In contrast to the preceding two years, in which no new agencies were opened, the 18 months covered by this report saw the dedication of three new branches (Fox Chase, Welsh Road and Girard Avenue); the near-completion of two others (Roxborough and Knights Road); the addition to an existing building (West Oak Lane); and the completion of a branch renovation (Lehigh). In most of these areas, trailer libraries offered temporary library service during the construction period. In spite of improvements made to the trailers, the value of this service remains questionable. Use of the trailers has been light, the updating of paperback book collections is ineffective due to lack of book budget allocations, and staff members are less occupied than in other agencies.

A grant of $66,500 from the Council on Library Resources made possible the installation of the Checkpoint Security System in three additional branches (West Philadelphia, Wynnefield and Cobbs Creek). In the one previous installation, at Frankford branch, a comparison of the pre-Checkpoint inventory with that taken six months after installation of the book-detection system revealed a reduction in book losses from 1.03% to .2%. Losses at West Philadelphia had been reduced from 2.85% to .06%. A two-year evaluation of the system reveals both advantages and disadvantages. Because of the potential cost of installing Checkpoint in the remaining 37 branches ($780,000 for installation, with a minimum annual maintenance rate of $28,000) the Finance Department has suggested that a City cost analyst study the feasibility of including Checkpoint installation in the operating budget in a four-year purchase plan. Meanwhile, the Free Library plans to cooperate in an experiment to test pressure-sensitive book plates in a fifth branch installation.

In March 1968 the four units of the Stations Department (Bookmobiles, Deposit Libraries, Reader Development, and the Processing Section) merged for the first time under one roof in rented quarters at 236 North 23rd Street. This has led to increased efficiency in the operation of the department. In an experiment involving deposit

libraries, traditional library materials were added to Reader Development agencies. Books were loaned to culturally deprived children and materials on Afro-American history sent out to Opportunities Industrialization Center, Inc., Community Self-help and tutorial centers. Service to the City Detention Center was revived, and the staff of Deposit Libraries trained Youth Corps and Community volunteers to oversee the book collections in their organizations. The Bookmobile Unit, benefiting from strengthened administrative staff, cooperated with museums in loan displays, the showing of films, and storytelling by library personnel.

The Reader Development Unit made great strides in its contribution to the City's program for the undereducated, bringing library services to thousands of underprivileged persons who do not use traditional library facilities. Educational materials were loaned to 110 formal community organizations, and 200 sub-groups used the 35,595 items provided by Reader Development. *PIVOT*, the unit newsletter, is mailed to 1,200 individuals in Philadelphia organizations and to libraries throughout the United States. Activities included programs for all age groups in disadvantaged areas; home collection libraries; a teen drop-in center; and a baby-sitting workshop. The staff is now beginning an evaluation to establish priorities and further guidelines.

In other activities within the Extension Division: the first phase of the seven-year plan to repaint the interiors of all branches was completed, and rehabilitation and air-conditioning projects continued; the summer loan program again realized a significant increase over the previous year; the Division continued to cooperate with the Health and Welfare Council in the employment of student volunteers; and coped with innumerable problems involving personnel shortages, theft, vandalism, and discipline. Accomplishments and projections for the future include: an analysis of hours of service; work with architects on future branch projects; coordinated regional book selection; reconsideration of appropriateness of book collections to community needs; a contractual program under the Buildings Department for roof-rehabilitation and air conditioning; an improvement in bookmobile service to the city; the relocation of Community and McPherson Square branches; and the development of a detailed plan of regional administrators and coordinators in designated sections of the City.

OFFICE OF WORK WITH ADULTS AND YOUNG ADULTS

In the changing City of Philadelphia, the general reader served by the library in the past is giving way to the educated specialist and the undereducated resident of the inner city. Book flow statistics represent this trend in the demand which ranges from the literature of protest and dissent to that of the occult and psychology. Unfortunately, in its ability to satisfy this extensive demand, the library is increasingly handicapped by the inflationary spiral to which city funds for books has never been adjusted.

The "Current Scene" continues as the topic of greatest interest in programming, as reflected in attendance at lectures and discussion series, and in the increasingly knowledgeable audience for film programs. This was augmented by "Plays for Living," and the library reached out to new organizations representing specialized interests and inner city activity, and assisted branch libraries in making such contacts on the neighborhood level. In work with young adults, a lagging interest in current issues, possibly due to an overexposure in school, has been counter-balanced by an increased interest in book discussion. A restudy of young adult collections, services and personnel has been completed and a reorganization begun. At both the adult and young adult level, community relations must be adapted to increasingly vocal audiences, with special knowledge of the emerging participatory democracy within the ghetto.

Censorship was a serious problem for the library during the year, and the national significance of this problem was recognized as an issue at the annual conference of the American Library Association. Other highlights of the year, however, may be reported on a more positive note.

In addition to the "Current Scene" lecture series, investment programs and cooperative programs with the World Affairs Council, among other activities, broadened library service to the specialist. The disadvantaged were served through black arts festivals, summer tutorial projects, and a film festival for Spanish-speaking peoples (to indicate types of programming). Professionals and leaders of poverty programs turn more and more to the library for assistance.

In evaluating future services to the adult and young adult, this department is faced with a series of challenges: to increase the depth and scope of research resources for the scholar, and at the same time to supply heavy duplication of high quality materials to meet current demand, and to encourage publication of attractive suitable materials for the undereducated. The staff is engaged in a review of general library goals and objectives, for it must be realized that the library cannot be all things to all people and function effectively with current funds, staff and facilities.

OFFICE OF WORK WITH CHILDREN

The children's book collection continued to grow during the period covered by this report, with a total cataloged bookstock of 756,164 on June 30, 1969, as compared with 696,600 on December 31, 1967. This was a result of the opening of three new branches and extensive additions to the special collections in the Central Children's Department. Simultaneously, the number of children's books reviewed increased from 1,984 in 1967 to 2,484 in 1968 through the cooperation of school and public librarians in the Philadelphia area.

Nevertheless, a decline in the circulation of children's books continued during this period, and this situation can be attributed to several factors. The enrollment of children in kindergarten through eighth grade decreased from 375,012 in 1967 to 318,578 in 1968. The development of school library collections reduced circulation in Free Library agencies, and in some schools children were required to take out one or two books each week. An increase in federally-funded special programs and in leisure-time programs sponsored by the City Department of Recreation and other community organizations seriously reduced the amount of time left to the child to visit the library or to read.

The Office of Work with Children continued its cooperation with allied institutions and community contacts and services. This included the organizing of a committee to study the mutual problems of the Free Library, the Board of Education and the Archdiocese of Philadelphia, the initiation of story-telling workshops for school librarians and library aides, and involvement in the Get Set Program.

Staff throughout the system cooperated in programs on WHYY and other TV stations and special enrichment programs sponsored by the Board of Education, nursery school visits, and the "Action Summer '68" program for the inner city made possible by funds from the Department of Recreation. The staff continued its work with Girl Scouts and Boy Scouts, the Youth Study Center, the Philadelphia Area Committee on UNICEF, children in hospitals, and participated in special seminars on black culture organized by the Free Library, the Fellowship Commission, the Commission on Higher Education, and the public and parochial schools. In addition to regular and special activities, the staff is in constant demand for teaching courses in children's literature, storytelling and creative dramatics and to lecture to individual classes at colleges and universities.

Programs and activities sponsored by the children's staff include: the Vacation Reading Club which encourages summer reading over a 5-year period, pre-school story hours, film programs, the National Library Week celebration, Children's Book Week, Miniature Book Fairs, the Spring Book Review meeting, and special programs on children's reading for both children and adults. The Philadelphia Student Library Resources Project, initiated by the Director of the Free Library, is an effort to determine and provide for the library needs of people in the community. With the use of federal funds, and with the cooperation of educational institutions in Philadelphia, the two-year project is on schedule and is expected to provide valuable data and guidelines for serving the needs of students in large cities throughout the nation.

The collection of framed original illustrations from children's books grew dramatically as a result of letters to artists requesting

examples of their work. Sixty-eight originals were received from such notable illustrators as Katherine Milhous, Ruth and Carroll Latrobe, Tasha Tudor, and Nora Unwin; and Tomi Ungerer contributed all material for his 14 published children's books.

In addition to the preparation of innumerable booklists on a wide variety of subjects (usually distributed in quantities of 35,000) the professional staff devotes a great amount of time to providing information for librarians, authors, illustrators, film makers, publishers, media specialists, parents, teachers, and other adults. Requests for original articles for many types of publications, criticisms of manuscripts, and questionnaires of all kinds pour into the office weekly. Library press releases to local newspapers and professional publications elicit a flood of requests for advice, services and booklists. The staff is prominently active and its authority respected internationally in librarianship. Visitors to the office during the past year arrived from Sweden, Scotland, New South Wales, Japan, and all corners of the United States.

The Office of Work with Children recognizes present problems of staff shortages, the distances between branch libraries, and the gang boundaries and increasing crime which discourage children's use of libraries. However, in planning for the future, the staff recognizes the increasing need for personal library services, continued contacts with organizations serving children, more work with the handicapped child, and its responsibility to all children and all adults who are interested in helping children to a better life experience.

Creative Dramatics: The Creative Dramatics project continued to expand and develop its program under the Office of Work with Children. The contribution of this program, particularly in the involvement of disadvantaged or underprivileged children, provides a significant new dimension in library programming. Emphasis is upon self-expression and development of the child through literary experience. School teachers and community leaders, as well as children's librarians, are trained intensively in a series of workshop meetings to lead Creative Dramatics groups in branch libraries, which numbered 23 groups by spring of 1969. The success of the program, in achieving its objectives of leading children to freer

expression, imaginative thinking and loss of inhibitions, is evident in the overwhelming parental testimony in behalf of continuing the program. The program, entering its third and final year of federal funding, will require support from City funds in order to continue.

INTERNAL OPERATIONS

RESEARCH AND ANALYSIS UNIT

The Research and Analysis Unit was reactivated in March 1968 for the purpose of studying procedures and projects required throughout the Free Library. During this period the Unit concentrated on departmental relocation studies for the Central Library, the development of an improved book-sorting operation, plans for relocation and consolidation of the Duplicating Department and the consolidation of the Shipping-Supply Department.

ADMINISTRATIVE SERVICES DIVISION

In its responsibility for preparation and execution of the operating and capital budgets, incorporating city, state and federal funds, the Administrative Services Division provides the underlying support for all activities of the library. The services of this Division include the departments concerned with buildings, accounting, security, custodial activity, maintenance, supplies, delivery, purchasing, and the cafeteria. As such, the accomplishments of the Division are implicit in the operations and services detailed throughout this report.

PERSONNEL OFFICE

During the period of this report, the activity of the Personnel Office was complicated by a city-wide job freeze in effect for the first six months of 1969. The freeze restricted the hiring of non-librarians. However, during the entire period, the Free Library's excellent program of recruitment of Librarians I resulted in 53 appointments to this class, in addition to 16 Library Trainees and 12 Library Technicians.

The success of the recruiting program can be attributed to the eminence and attractiveness of the Free Library as an employer, to competitive salaries and to a dynamic recruitment program. This includes unorthodox full-page advertisements in professional journals, an unusual exhibit which attracted 2,000 conferees at the annual conference of the American Library Association, and visits to library school campuses throughout the nation.

The Office continued to face recruiting difficulties in filling staff vacancies in non-librarian positions. However, former problems in employing professional staff have been eased as a result of significant salary increases.

The authorized staff in the 1968 budget numbered 1,114, and personnel turnover continued at an alarming rate. As the labor market becomes increasingly competitive, the tasks ahead will require even more aggressive recruitment efforts. Given the vigor and persistence of the Personnel staff, the record of accomplishment will continue.

PROCESSING DIVISION

It is to the credit of the Processing Division staff that a great amount of work was accomplished during a year which was marked by inconvenience and interruption due to departmental moves, construction and renovation.

As a part of these changes, the Bindery moved out of the Central Library and the routine of the Acquisitions Department was transformed by the introduction of a conveyor system.

In addition, the adoption of the Anglo-American Cataloging Rules, due to a policy change at the Library of Congress, introduced even more drastic changes within the Division. Nevertheless, expenditures for book materials processed by the Division during this period amounted to $1,575,789.

Among the many tasks which face the complicated, vital operation of this Division are included a search for equipment to eliminate positions which reflect excessive staff turnover. Another item of high priority is a review of procedures in the Catalog Department in an effort to reduce the time required for various operations and to expedite the movement of materials at a more uniform rate.

PUBLIC RELATIONS DEPARTMENT

In June of 1969 the change in name from Exhibits and Publicity to Public Relations more accurately designated the all-inclusive function of this department. The increase in size of staff and the upgrading of several positions provided a dramatic increase in production and activity.

In relating and interpreting the library to both the public which it serves and the public it attempts to reach, the work of the Public Relations Department divides into several major responsibilities.

In planning and providing exhibits in the Central Library lobby and gallery, 19 exhibits during the period emphasized book and art collections and timely and timeless events. In the design and production of visual materials, the Department issued 205 separate graphics (in addition to signs and posters) representing more than a million separate pieces. These include flyers, brochures, invitations, posters, bookmarks, calling cards, folders, envelopes, signs, placemats, mastheads, ads, letterheads.

In publicizing the library through all communications media, 209 news releases emphasized library events, issues, ideas and activities, resulting in 3,000 newspaper clippings. Radio and television programs, tie-ins and spot announcements continued to receive heavy emphasis.

The work of the Department encompasses every means of reaching out to the individual, to groups, and to the public at large. Within the scope of its Public Relations efforts, the Free Library has reached new levels of success during this period.

DISTRICT LIBRARY CENTER

In addition to providing library services to the residents of the City of Philadelphia, the Free Library serves as District Library Center to the counties of Philadelphia and Delaware and to a portion of Montgomery County, as part of a statewide library network designed to improve public libraries. For the purpose of this operation the Free Library receives funds from the Commonwealth of Pennsylvania.

The District library staff coordinates, assists and advises on matters of library service. By means of field visits, conferences, workshops, interlibrary loan, reference services, rotating book collections, and booklists, an invaluable and otherwise unavailable service is maintained for small libraries in the Philadelphia area. The improvement of these libraries in turn reduces pressure on the Free Library from non-resident users. The proposed introduction of statewide minimum standards for public libraries will provide an even greater responsibility in leadership for the Free Library of Philadelphia.

STATISTICAL REPORT

General Information

Report of the Free Library of Philadelphia's fiscal year ending June 30, 1969*

Date of founding: February 18, 1891

Name of Director: Emerson Greenaway

Date appointed: November 16, 1951

Director appointed by: Board of Trustees

Governmental unit of support and service: City-County (Co-terminus)

Population: 2,002,512 – City (1960 Census)

772,895 – District**

2,775,407 – Total

Area legally entitled to service: 129.7 sq. miles – City

257.0 sq. miles – District

386.7 sq. miles – Total

No. of hours Central Library is open per week for circulation, reading and study: 72 winter; 68 summer

No. of days open during year: 337 (fiscal 1968/69)

No. of days open per week: 7 winter; 6 summer

Period of loan: 21 days

* With the change of fiscal year by the City of Philadelphia, the statistics throughout this report, unless otherwise indicated, cover the period January 1, 1968 to June 30, 1969.

** Services to Delaware and Eastern Montgomery Counties under Pennsylvania Pamphlet Law # 324, The Library Code.

Book Stock

	1968/69	1967
Number of volumes added during year:		
Adult	184,352	138,892
Juvenile	140,997	84,619
TOTAL	325,349	223,511
Number of volumes withdrawn during year:		
Adult	106,055	103,631
Juvenile	81,493	67,106
TOTAL	187,548	170,737
Number of volumes at end of year:		
Adult	1,779,307	1,835,081
Juvenile	756,164	696,660
TOTAL	2,535,471	2,531,741

Miscellaneous Stock

	1968/69	1967
Number added during year:		
Photos, pictures, prints	30,406	12,815
Maps	4,444	3,534
Sound recordings (discs)	5,815	2,321
Manuscripts	174	82
Unbound documents	59,582	42,395
Pamphlets	121,061	67,345
Tape Recordings	8,807	3,331
Microcards and Microprints	20,347	14,932
Educational film reels	242	184
Microfilm titles	127	95
Microfiche	1,829	1,486
Talking Book containers	37,369	30,172
Slides	1,571	0
Number withdrawn during year:		
Photos, pictures, prints	394	539
Maps	38	58
Sound recordings (discs)	40	43
Manuscripts	0	0
Unbound documents	19,827	14,617
Pamphlets	29,740	13,877
Tape Recordings	2,772	290
Microcards and Microprints	0	0
Educational film reels	13	13
Microfilm titles	80	0
Microfiche	0	0
Talking Book containers	35,026	23,224
Slides	0	0

	1968/69	1967
Total at end of year:		
Photos, pictures, prints	947,588	917,576
Maps	119,744	115,338
Sound recordings (discs)	38,612	32,837
Manuscripts	16,386	16,212
Unbound documents	1,251,273	1,211,518
Pamphlets	494,257	488,610
Tape Recordings	23,405	17,370
Microcards and microprints	205,092	184,745
Educational film reels	1,445	1,011
Microfilm titles	650	603
Microfiche	6,271	4,442
Talking Book containers	94,622	92,279
Slides	1,780	200
Periodical titles currently received:	3,746	3,904
Newspaper titles currently received:	173	181

Circulation and Use

	January–June 1968	July 1968–June 1969	1967
No. reference transactions:	397,145	764,862	732,111
No. volumes lent:			
Adult	1,988,619	3,908,986	3,711,530
Juvenile	1,106,514	2,052,282	2,273,284
TOTAL	3,095,133	5,961,268	5,984,814
Per capita circulation:	1.53	2.98	2.98
No. interlibrary loans:			
Volumes lent	5,479	10,971	9,609
Volumes borrowed	29	48	71
No. educational film viewers:	755,176	1,620,113	948,527

Registration

	1968/69	1967
Total number of registered borrowers:		
Adult	372,691	345,395
Juvenile	217,077	205,873
TOTAL	589,768	551,268
Percentage of population registered:	29.4%	27.5%
Borrowers registered during year:		
Adult	187,992	121,088
Juvenile	104,226	71,708
TOTAL	292,218	192,796

Annual fee charged to non-residents: $3.00

Length of registration period: 3 years

Agencies

	1968/69	1967
Central Library	1	1
Branches and sub-branches		
In library buildings	39	34
Rented	3	4
Trailers	3	3
Other:		
Library for the Blind and Physically Handicapped	1	1
Mercantile Library	1	1
Northeast Regional Library	1	1
Regional Film Center	1	1
Stations:		
In schools	39	67
Institutions	37	42
Community	82	16
Other	114	156
Sub Total, Stations	272	281
TOTAL AGENCIES	322	327

	1968/69	1967
Bookmobiles	3	3
Number of stops	49	55
Average number of days between visits	7	7

Personnel

Professional	308	291
Non-Professional	641	582
Maintenance	162	157
TOTAL NUMBER OF AUTHORIZED POSITIONS	1,111	1,030

FINANCE

Operating Budget*
(From all sources)

	1968/69	1967
Expenditures:		
Salaries	$ 9,035,301	$5,117,595
Books, Periodicals, Audiovisual Materials	1,584,160	1,292,193
All other operating expenses	1,060,257	635,517
Sub-total	11,679,718	7,045,305
Est. Expenditures by other City Departments:		
Federal Insurance Contribution Act	$ 366,453	202,881
Pension	548,151	275,365
Hospitalization	279,360	174,420
Group Life Insurance	5,092	21,318
Electricity	186,947	111,379
Gas	105,209	49,683
Purchased steam and air conditioning	34,000	22,110
Rent	89,250	61,000
Telephone	44,500	33,284
Water	18,000	11,906
Sub-total	1,676,962	963,346
TOTAL	$13,356,680	$8,008,651
Distribution according to source:		
From City Funds	$11,106,026	$6,793,897
From State Funds		
Local	774,092	461,659
District	307,229	185,918
Resource	148,045	84,793
Library for the Blind and Physically Handicapped	298,666	134,306
Regional Film Center	176,566	108,332
Reader Development Program	146,040	-------
From Trust funds	400,016	239,746
TOTAL	$13,356,680	$8,008,651
Per capita expenditure excluding State District, State Resource, Library for the Blind and Physically Handicapped, and Regional Film Center funds	$ 6.21 (4.14)**	$ 3.86

* Statistics for 1968/69 are for 18 months because of change of fiscal year by City of Phila.

** Represents a twelve month figure.

CAPITAL PROGRAM SCHEDULE 1970–1975*

As Approved by City Council, June 1, 1969

Project	Appropriated to Date	1970	1971	1972	1973	1974	1975	Total 1970-1975
Central Library Modernization Projects	$ 50,000	$ 140,000	$	$ 295,000	$	$	$3,840,000(p&b)	$4,325,000
Center City Library	197,000							197,000
Air Conditioning–Branches	48,955		69,000		69,000		69,000	255,955
Northwest Regional Library					95,000(p)		60,000(s)	155,000
Walt Whitman Branch	75,000	37,000(p)		439,000(b)				551,000
Overbrook Park Branch	108,000	433,000(b)						541,000
52nd Street Branch	141,000		449,000(b)					590,000
Andorra Branch	48,000	459,000(b)						507,000
(New) Widener Branch			80,000(s)	37,000(p)	448,000(b)			565,000
Eastwick Branch		36,000(p)			15,000(s)		436,000(b)	487,000
Haverford Ave. Branch	22,000	30,000(p)		323,000(b)				375,000
Lancaster Ave. Branch						75,000(s)	39,000(p)	114,000
Northeast Regional Library Addition		50,000(p)						50,000
Ogontz Ave. Branch		50,000(s)						50,000
Ritner Children's Branch	110,000	50,000						160,000
TOTALS	$799,955	$1,285,000	$598,000	$1,094,000	$627,000	$75,000	$4,444,000	$8,922,955

(b) Building
(p) Plans
(s) Site

* The change of fiscal year negated a 1969–1974 Capital Program.

TWO YEAR REPORT

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ANNUAL REPORT

JULY 1, 1969 JUNE 30, 1971

THE FREE LIBRARY OF PHILADELPHIA

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Keith Doms

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM"

IR006537

...N SQUARE, NINETEENTH AND VINE STREETS

THE FREE LIBRARY OF PHILADELPHIA
1969/71 ANNUAL REPORT

TABLE OF CONTENTS

	Page
Letter of Transmittal	v
Board of Trustees	vi
Board of Directors	vii
Administrative Staff	viii
Director's Report:	
Introduction	ix
Services to the Public	
Central Public Services Division	1
Extension Division	2
Office of Work with Adults and Young Adults	2
Office of Work with Children	3
Internal Operations	
Administrative Services Division	4
District Library Center	4
Personnel Office	5
Processing Division	5
Public Relations Office	5
Research and Analysis Unit	6
Statistical Report 1969 1970	7
Statistical Report 1970 1971	13

THE FREE LIBRARY OF PHILADELPHIA

Logan Square, Philadelphia 19103

Hon. Frank L. Rizzo
Mayor of the City of Philadelphia
Room 215, City Hall
Philadelphia, Pa. 19107

Dear Mr. Mayor:

I take pleasure in handing you the report of the Director of the Free Library of Philadelphia for the period July 1, 1969 to June 30, 1971.

Within the first eight months of the reported period the three top administrative positions of the Library's staff were filled. The new Director and the Deputy and Associate Directors have been faced, from the beginning of their employment, with some of the most serious financial and personnel problems the Library has experienced. It is to their credit, as well as to that of the entire library staff, that we have been able to maintain public services through all the Library's physical facilities. However, we must recognize that the program of the Library generally has necessarily suffered from personnel shortages and financial cutbacks, which together have decreased the level of service our public has come to expect over the years.

This is an appropriate place to express the appreciation of the Board of Trustees for the attitude shown by the personnel of the Library during this critical period. Our new Director and his top administrative staff, so far as I am aware, cooperated fully and cheerfully with City Hall in observing the restrictions on expenditures imposed during the two-year period, and showed great imagination and flexibility in deploying their limited resources of funds and staff. The professional and clerical employees, as a whole, also accepted the situation with good grace and humor. As a result, while there were some complaints about curtailed hours of opening, I feel that the public was reasonably well served.

Although the general outlook for the Library was low, some positive advances were made. Two new branch libraries were opened (one the replacement for an existing agency), a former branch was rehabilitated and opened for use and construction was begun on two additional branch libraries. Several new and innovative programs were launched and hold good prospects for future avenues of service.

Traditional library service has been going through a steady change in recent years. Our patrons more and more use the Library's resources as an information source, but are not borrowing materials for home use as they once did. This change, among others, has aroused the Library staff to explore new ways of satisfying these demands and they will continue their efforts in this direction in the future.

Respectfully yours,

James A. Montgomery Jr.

James Alan Montgomery, Jr.
President, Board of Trustees

BOARD OF TRUSTEES

THE FREE LIBRARY OF PHILADELPHIA

1969–1971

Officers

President ..... James Alan Montgomery, Jr.
First Vice President ..... William W. Bodine, Jr.
Second Vice President ..... Francis Heed Adler
Secretary ..... Mrs. Salivia T. Sharpe
Treasurer ..... Provident National Bank

Trustees

Seymour Adelman
Francis Heed Adler
Abe Belsky
William W. Bodine, Jr.
Mrs. James Bond
David Bortin*
Joseph Brandschain †
Rt. Rev. Msgr. Vincent L. Burns †
George Carroll Buzby**
Robert Dechert
Armand Della Porta***
John B. Gest
Millard E. Gladfelter
Mrs. Robert McKay Green
William H. Hastie
Joseph W. Lippincott, Jr. ****
Joseph F. Lockard
William F. Machold
Frank C. P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick III
Mrs. Linton Satterthwaite
Louis Stein
Wendell W. Young III ††

Trustees Emeritus

Mrs. Catherine D. Bowen
Lessing J. Rosenwald

Ex-officio Member

Robert W. Crawford, Recreation Commissioner

* Deceased March 2, 1971
** Deceased August 22, 1970
*** Appointed March 9, 1971
**** Appointed September 17, 1970
† Appointed January 8, 1970
†† Appointed October 22, 1969

34

BOARD OF DIRECTORS

THE FREE LIBRARY OF PHILADELPHIA

1969–1971

The Free Library of Philadelphia was incorporated in 1891, upon the initiative of Dr. William Pepper, through a bequest in excess of one quarter of a million dollars from George S. Pepper. The Board of Directors is self-perpertuating and the members, except those ex-officio, serve for three years. The Corporation owns real estate, special collections of books and manuscripts and certain endowment funds.

A Board of Trustees was created by ordinance of City Council in 1894, enabling the library system to receive appropriation from the City of Philadelphia for establishing and maintaining a free library. The Board of Trustees, under management contract, oversees the operating affairs of the Corporation.

Officers

President ..... James Alan Montgomery, Jr.
First Vice President ..... William W. Bodine, Jr.
Second Vice President ..... Francis Heed Adler
Secretary ..... Mrs. Salivia T. Sharpe
Treasurer ..... Provident National Bank

Directors
(elected for three years)

Seymour Adelman
Francis Heed Adler
Abe Belsky
William W. Bodine, Jr.
George Carroll Buzby*
Robert Dechert
John B. Gest
Millard E. Gladfelter**
Mrs. Robert McKay Green
William H. Hastie
Joseph W. Lippincott, Jr.***
William F. Machold
Frank C. P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick III

Ex-officio Members

James H.J. Tate, Mayor
Paul D'Ortona, President, City Council
Richardson Dilworth, President, Board of Education

* Deceased August 22, 1970
** Appointed June 17, 1971
*** Elected June 18, 1970

THE FREE LIBRARY OF PHILADELPHIA

ADMINISTRATIVE STAFF

1969–1971

Keith Doms † ..... Director

Donald H. Hunt ..... Deputy Director

Marie A. Davis †† ..... Associate Director

Mrs. Salivia T. Sharpe ..... Administrative Secretary

Margaret C. Brown ..... Chief, Processing Division

Mrs. Carolyn W. Field ..... Coordinator, Work with Children

Albert C. Gerould* ..... Chief, Central Public Departments

Mrs. Peggy Glover** ..... Coordinator, Work with Adults and Young Adults

Herman Greenberg ..... Personnel Officer

Mrs. Ilse Hontz (Acting) ..... Coordinator, District Services

Henry M. Kapenstein*** ..... Chief, Central Public Services Division****

Thomas W. McConkey ..... Chief, Administrative Services

Grace E. Perkinson ..... Public Relations Officer

J. Randall Rosensteel ..... Administrative Assistant to the Director

Alan W. Thomas ..... Chief, Extension Division

* Retired July 27, 1970
** Appointed August 17, 1970
*** Appointed March 15, 1971
**** Formerly Central Public Departments
† Appointed September 1, 1969
†† Appointed March 16, 1970

THE FREE LIBRARY OF PHILADELPHIA
1969/70 – 1970/71 ANNUAL REPORT

INTRODUCTION

To the Board of Trustees:

During the current reporting period, the City of Philadelphia began to experience fiscal crises which in turn created many severe problems for The Free Library of Philadelphia.

However, the Library managed to maintain all of its public service outlets and provided the best service possible under adverse conditions.

As highlighted in the last annual report, one of the greatest problems was the personnel shortage. Except for a three month period in fiscal year 1970, the Library operated under either a self-imposed or city-wide job freeze throughout the entire reporting period. Only under special federal legislation, city emergency employment procedures, or when failure to fill a vacant position would lead to elimination of a service, was the Library able to fill any positions at all. Although annual statistics reflect authorized positions in excess of 1,000, the Library was compelled to operate with approximately 21% fewer city-funded personnel than were employed at the beginning of the period covered by this report.

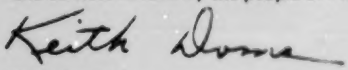
The budgetary statistics presented in this report show an increase in available operating funds. However, this increase, in the long run, was illusory. Mandatory wage increases and inflationary prices for Library materials and other purchased items forced the Library to cut its services drastically. An added factor in this financial picture was the unavailability of increased state funds.

Even though Capital Budget funds were reduced, as shown in the schedule appended, a number of capital projects remained in the Capital Budget. One of the major difficulties involved in capital projects is the lack of increased operating funds for expansion of supportive services needed to back up these new operations. When operating funds are not increased adequately for new agencies, such funds must then be squeezed from the existing budget, thus forcing thinning of resources and subsequent reductions in service. Despite such problems, and as scheduled in the Capital Budget, the Library opened two new branches, rehabilitated one branch, completed an addition to an existing branch, and began construction on two others.

In addition, two new innovative programs were launched under a federal grant and the total book stock reached its highest level in the Library's history. Reference services rose to an all time high despite the fact that the Library continued to experience a downward trend in circulation. As in most large cities, libraries are being used increasingly as information centers where citizens are able to secure desired information.

Although the pages that follow may read like a litany of cutbacks, the fact that the Library was able to function at all during the current fiscal crisis is due mainly to the loyalty, dedication, and imagination of the staff and the Board of Trustees. It is also encouraging to note that just prior to the close of this reporting period, interested citizens formed the Library Citizens Association, a coalition of groups organized to develop public understanding of the importance and value of The Free Library as a major asset of the total metropolitan community, and to plan and implement an action program for its financial support.

Greatly increased financial support is central to the development of those collections, programs, and services needed by the people of Philadelphia.



Keith Doms
Director

SERVICES TO THE PUBLIC

CENTRAL PUBLIC SERVICES DIVISION

The normal services provided traditionally by the Central Library were greatly curtailed in the past two fiscal years. These service cutbacks began in late 1970 when the Newspaper Department's hours were reduced by a total of 15 hours per week; thus closing it to the public every weekday evening. Early in 1971, the entire Central Library's service hours were reduced by three evening hours. Sunday service was reduced from 38 Sundays at the Central Library to 22 per year.

Circulation of materials decreased 4.6% over the past two fiscal years in the Central Library and registration decreased by 3.2%. However, reference services, by telephone and in person, increased by 4.9%. The latter generated an increased work load for the staff who must answer all these requests made by telephone and in person. The Central Library's book stock increased to 1,200,000 volumes and nearly twice that number of items in the research collections of prints, maps, films, manuscripts, music and other such specialized materials.

Because its services are used by a more specialized clientele, the Art Department concentrated much of its efforts on preserving existing valuable materials as well as continuing to expand its collections within budgetary limitations. . . .The Library for the Blind and Physically Handicapped added cassettes to its collections and is in the process of refining its program for newer media. Continuing its service through standard collections of talking books, Braille, large print books and tapes, the Library experienced an increase in circulation and professional services. . .The Business, Science and Industry Department includes the Automobile Reference Collection. Through the generosity of an international labor union and a private collector, the collections were augmented by a gift of materials on the history of the American labor movement and Ford automobiliana. . .Circulation in the Central Children's Department continued to rise; while the department becomes more and more a resource center for persons working with children. The Folklore, Series, Historical and Illustrators Collections administered by the department are now organized on one floor and number more than 16,000 volumes.

Physical reorganization of the room housing the Fiction Department made expansion of its collections and display facilities possible. . .The collection of the Eastern Regional Film Center reached a total of 1,152 titles and continued to reflect a rise in usage. The sixth edition of the Film Catalog was completed, as was the new edition of **Educational Film Resources in Philadelphia**. . .With a total of more than 12,000 complete orchestral compositions, the Fleisher Collection continued its world-wide circulation of scores for performance in such places as Holland, Germany, Switzerland and, of course, its continued heavy use by Philadelphia ensembles. . .The General Information Department consolidated its collections and redesigned the physical layout of the department. Both of these actions, together with several other adjustments, made it possible to define more sharply the department's functions as well as increase its service coverage. . .Professional services at the Mercantile Library now include corporation annual reports on microfiche. . .The Music Department acquired the library of the American Choral Foundation, totaling 15,000 items, as part of the permanent collection of the Drinker Library of Choral Music. . .Over 58,000 items were added to the collections of the Print and Picture Department during the period covered by this report, bringing its total holdings to more than one million items. . .The Rare Book Department added more than 1,700 items to its collections through purchase and gift. These additions are valued at approximately $113,000, bringing the estimated total valuation of the department's collections to approximately 13 million dollars. . .The Young Adult Department was permanently closed in late 1969 and its collections distributed throughout the library system, as a result of a staff study of young adult usage.

EXTENSION DIVISION

This reporting period saw the opening of the Roxborough Branch at its new location; the completion and opening of the Katharine Drexel Branch; the opening of the Ritner Children's Branch in the rehabilitated former South Philadelphia Branch; the completion of an addition to the West Oak Lane Branch; and the beginning of construction on the Torresdale and Overbrook Park Branches. Trailer library service was provided during the construction of the Katharine Drexel Branch and briefly during the rehabilitation of the Ritner Children's Branch. An additional trailer was operated at the site of the proposed Walt Whitman Branch, but this service was discontinued in January 1971 because of the uncertainty of this future project and lack of financial resources.

The budgetary restrictions and personnel shortages experienced by the library system in this reporting period were felt severely in the Extension Division. It became necessary late in 1970 to cut nine branches normally open six days per week, to five days because of inadequate staff. Many branches were forced to commence summer hours in advance of the regularly scheduled date. Almost without exception, these restrictions were brought about by inadequate staffs, the latter resulting from job freezes experienced throughout the period.

Branches continued to reflect the downward trend of circulation. At the same time, reference services continued their steady increase. This created severe strain on an already depleted professional staff. A decreased library materials budget added further to the burden of the extension staff. However, this problem was eased somewhat through the increased purchase of paperback materials.

Other affirmative steps taken by the division included the replacement of a bookmobile and the addition of a small van to the Library's fleet to provide a demonstration of on-the-street library service to teenagers and adults in the Model Cities neighborhood. This sidewalk van, which is called the "Free Wheeler," gives service through paperback books, recordings, slides and movies. It also promotes the services of the seven branch libraries in the Model Cities area.

Another innovative service inaugurated during this reporting period was the circulation of phonograph records and cassettes from the Roxborough Branch and the Northeast Regional Library. The Roxborough Branch's collection of cassettes and recordings accounted for nearly 10% of the total circulation of the branch—15,935 loans. The phonograph record collection at the Northeast Regional Library also proved to be highly popular.

Due to personnel shortages caused by budgetary restrictions, outreach activities were sharply reduced, religious holidays and illness forced emergency closings, disciplinary problems increased with less staff to manage individual agencies. Moreover, many buildings themselves were plagued by vandalism, maintenance difficulties, and theft.

OFFICE OF WORK WITH ADULTS AND YOUNG ADULTS

The Office of Work with Adults and Young Adults reported some success as well as frustration during this two year period. The Book Selection staff processed 33,446 books during the period, saw an increase in the purchasing of paperback books to help relieve the strain on reduced book budgets, as well as the beginning of the service of the McNaughton Book Rental Plan. The reduction of funds and the continuing rise in book costs has seriously affected collection development. There was a decrease of 25-30% in branch book budgets in the two fiscal years. This has necessitated the reduction of quantity of materials offered for branch purchase.

In addition to its routine work, the book selection staff was faced with a censorship problem involving Jerry Rubin's book **Do It**. This book was under attack to have it removed from the Library's shelves. The confrontation lasted nearly six months. However, the Director and Board of Trustees stood firmly behind the staff in its decision that the book remain in the collection.

Budget cuts and personnel shortages forced the elimination of staff meetings, the curtailment of most programming and outreach activities throughout the library system. It was possible to hold some programs and present some book and library service talks in agencies where staff was adequate. In spite of severe curtailment, those programs presented were attended by 57,334 persons, while the book and library service talks reached 33,788 persons in the two year period.

Although there were serious set-backs in all areas of the office's operations, the staff was able to launch two completely new services and complete a survey of young adult services. This latter survey resulted in abandonment of young adult collections in all agencies and those collections merged with the adult collections. As a result, young adult librarians were freed to give more personalized young adult service. Some other new directions in young adult programming were explored, but no significant results were available because of the curtailment of programming. Multi-media programs were tried with teams of young adult librarians presenting single programs. This type of programming seemed to be very appealing to young adult audiences.

The two new programs launched during the report period were the library component of the Model Cities Community Information Center (MCCIC) and the library unit in the Spring Garden Community Center. The library component financed under a federal grant, Library Services and Construction Act (LSCA), gathered and prepared information on social services available to Model Cities residents. This information was stored in a computer data bank for rapid retrieval and referral. At this time, the program is too new to report definitive results; however, the program appears to have great potential beyond its current limited area of use and application.

The library unit at the Spring Garden Community Center is a small collection of library materials serving predominantly Spanish speaking area residents. The Center, as a whole, houses social service activities of many kinds serving all age groups. The library supports these other activities through materials and program activities. As with the MCCIC, this operation is too new for extensive evaluation and results, but it too has good prospects for serving as a model for library service to a community not previously served directly.

OFFICE OF WORK WITH CHILDREN

The public, private and parochial schools of the City of Philadelphia have 332,927 students in kindergarten through the eighth grade. These children, plus pre-schoolers, are the audience served by the children's librarians of the Free Library under the guidance of the Office of Work with Children. In these two years the children of the city have not had the same services available to them as in past years due to critical shortages of manpower. Children must be introduced and encouraged to read. This can only be done through a very personalized service, which the Free Library has had to curtail to a great extent. One of the major curtailments in children's service was that of programming. With the exception of special programs at the Central and Northeast Regional Libraries there have been few programs of any type for children for the last six months of this reporting period. This affects the circulation of materials and makes the task of the children's librarians even more important in their personal contacts with children, parents and teachers.

A special program which continued at the Central Library was the Book Concerts. A total of 13 programs were held and nearly 6,000 children and their parents attended. This series included music, dance and drama which was then allied to literature about the form. Each child received a booklist on the art form and was thereby encouraged to read generally about the subject.

Fiscal year 1969/70 saw the end of the Creative Dramatics program at the Free Library. This program for children was first funded nearly a decade ago through outside funds. A three-year federal LSCA grant continued the program until its conclusion. Parents and children alike saw great advantages in this type of program and its value was widely acknowledged.

Several special collections under the jurisdiction of the Office of Work with Children were further developed during this period. The collection of original illustrations for children has now grown to a total of 289. These illustrations may be borrowed for display purposes by agencies throughout the library system. This same borrowing privilege now has been extended to the libraries of Montgomery, Delaware and Chester Counties in Southeastern Pennsylvania.

The Historical Collection and the Illustrators Collection were brought together in permanent housing during the period. These collections are representative of the development of children's literature and illustration, predominantly in the United States. With this new location it is now possible to make the approximately 7,000 volumes of these collections available for study and reference use.

The foreign children's literature collection was greatly enhanced by a gift of 350 Swedish books from the Swedish Institute for Children's Books. This adds a further dimension to a collection which is becoming world-wide in its coverage of children's literature.

Even though the children's staff was seriously decreased in size, a total audience of 671,000 children was reached through programming and story hours at libraries and schools.

INTERNAL OPERATIONS

ADMINISTRATIVE SERVICES DIVISION

The Administrative Services Division is responsible for accounting, building maintenance, security, shipping, and supplies. This Division also administers the Central Library cafeteria, and multilith and duplicating operations. This latter is planned to become a part of a consolidated duplicating department. Included in the duties of the Administrative Services Division are the preparation of the operating and capital budgets for the library system.

DISTRICT LIBRARY CENTER

The District Library Center, under **The Library Code** of Pennsylvania, serves in a consultative and advisory capacity to 24 libraries in Delaware County. Prior to the close of fiscal year 1971, this center also served 18 libraries in Eastern Montgomery County which are now part of the Montgomery County-Norristown District Center.

Some of the curtailments of service at the Free Library affected the District libraries. To illustrate, new book review meetings for children's materials were discontinued and, consequently, deprived those District libraries of a valuable service. Also, District libraries lost a source of booklists and other materials when the Free Library terminated its publications program.

Workshops in management training, cataloging, children's services, reference, selection of materials and administration were offered to the District librarians. Some of these workshops were part of the state-wide program for certification of librarians. To date, 44 librarians and other members of library staffs have been certified under this program.

Work continued on the minimum library standards program, rotating book collections and other such services.

PERSONNEL OFFICE

During the period covered by this report, the Personnel Office reported an increased interest in the Free Library by prospective employees. This interest can be attributed to a more competitive salary at the beginning level of librarian appointment, a tighter labor market, the Library's national reputation, and a continual promotional program relating to recruiting.

In addition to this rising interest, a national recession during the period generated an abundance of applicants for all ranges of positions. Of the 24 months covered in this report, only three of those months were without a freeze on hiring. It was possible to fill some positions on emergency bases or through funding from state or federal governments. The total new employment for the period numbered 439 and the total separations numbered 404 for all classes.

PROCESSING DIVISION

Through the Processing Division all library materials are ordered, received and prepared for public use. In addition, some materials already in the collections are repaired or bound for public use. This entire operation would seem to be fairly stable with fixed activities. However, it is not different from any other library operation. New forms of materials must be located and processed. Book dealers and jobbers change methods and policies which affect materials acquisition. Staff movement and changes in status are the same as in other library units. Standard rules for collection organization and arrangement are constantly being revised.

In the face of these variables, the Processing Division administered a materials budget totaling over two million dollars in this two year period. The Cataloging Department cataloged over 39,000 volumes which resulted in the reproduction of 686,841 catalog cards.

Among the major accomplishments of the division during this period was the publication of a decennial cumulative edition of the **Catalog of Books for Adults and Young Adults.** This edition, with over a quarter of a million entries, represents all books cataloged for the Extension Division from January 1960 to August 1970. The **Catalog of Books for Children** continues to be published in its annual cumulative edition.

With a constantly fluctuating staff situation, the above mentioned work load proved to be quite an accomplishment for the division. Continued inflationary inroads into the materials budget may reduce the work load of the division, but to date this has not been appreciable. If it proves so in the future, staff will focus on many projects that have been delayed in past years.

PUBLIC RELATIONS OFFICE

At a period when it was necessary to institute various service cutbacks the public image of the library system was very important. However, the Public Relations Office was not spared its share of staff shortages and budgetary restrictions. Fiscal year 1970 saw a staff of seven people in this office to carry the work load allotted normally to 11. Fiscal year 1971 ended with only six persons for those 11 positions. This staff shortage forced many cutbacks in public relations.

Although overall production in the Public Relations Office rose during fiscal year 1970, it experienced a drop of 30% in fiscal year 1971. This meant the discontinuance of several regular programs, one of which had been instituted only one year earlier. The public relations staff had stressed the importance of outside media communication. Just as progress was being made toward establishing the library in the communications community, several of these regular programs were discontinued.

Exhibits and promotional materials production continued during the period but on a much reduced basis. Only 143 graphics projects were completed in fiscal year 1971 as compared to 161 in fiscal year 1970. Although the entire office suffered severe staff shortages, the library continued to get reasonably good exposure in the media of the area.

RESEARCH AND ANALYSIS UNIT

The Research and Analysis Unit continued to operate throughout this period with only one of its three positions filled. Even with the handicap in staffing, this period saw the completion of facilities for a consolidated duplicating department, additional shelving in the Central Library's main stack area, a manpower utilization study of the Shipping/Supply Department, extensive revision of several forms commonly used in the library system and the completion of book-sorting areas for the Central Library.

STATISTICAL REPORT

1969–1970

General Information

Report of the Free Library of Philadelphia's fiscal year ending June 30, 1970.*

Date of founding:	February 18, 1891
Name of Director:	Keith Doms
Date of appointment:	September 1, 1969
Appointing Authority:	Board of Trustees
Governmental unit of support and service:	City-County (Co-terminus)

Population:	2,002,512	– City (1960 Census)
	772,895	– District**
	2,775,407	– Total

Area legally entitled to service:	129.7 sq. miles	– City
	257.0 " "	– District
	386.7 " "	– Total

No. of hours Central Library is open per week for circulation, reading and study:	72 winter; 68 summer
No. of days open during year:	336 days
No. of days open per week:	7 winter; 6 summer
Period of loan:	21 days

* The statistics given in this report for fiscal year 1968/69 represent the period January 1, 1968 to June 30, 1969, unless otherwise indicated. This is because of a change of fiscal year by the City of Philadelphia.

** Service to Delaware and Eastern Montgomery Counties under Pennsylvania Pamphlet Law #324, The Library Code.

Book Stock

	1969/70	1968/69
Number of volumes added during year:		
Adult	121,771	184,352
Juvenile	72,899	140,997
Total	194,670	325,349
Number of volumes withdrawn during year:		
Adult	81,955	106,055
Juvenile	55,512	81,493
Total	137,467	187,548
Number of volumes at end of year:		
Adult	1,819,123	1,779,307
Juvenile	773,551	756,164
Total	2,592,674	2,535,471

Miscellaneous Stock

	1969/70	1968/69
Number added during year:		
Photos, pictures, prints	29,923	30,406
Maps	1,734	4,444
Sound recordings (discs)	1,809	5,815
Manuscripts	88	174
Unbound documents	41,299	59,582
Pamphlets	122,889	121,061
Tape Recordings	3,427	8,807
Microcards and Microprints	52,918	20,347
Educational film reels	116	242
Microfilm Titles	126	127
Microfiche	2,768	1,829
Talking Book containers	21,810	37,369
Slides	0	1,571
Number withdrawn during year:	1969/70	1968/69
Photos, pictures, prints	894	394
Maps	2	38
Sound recordings (discs)	15	40
Manuscripts	0	0
Unbound documents	14,009	19,827
Pamphlets	24,511	29,740
Tape recordings	1,868	2,772
Microcards and Microprints	0	0
Educational film reels	23	13
Microfilm titles	4	80
Microfiche	0	0
Talking Book containers	17,960	35,026
Slides	0	0
Totals at end of year:		
Photos, pictures, prints	976,617	947,588
Maps	121,476	119,744
Sound Recordings (discs)	40,406	38,612
Manuscripts	16,474	16,386
Unbound documents	1,278,563	1,251,273
Pamphlets	592,635	494,257
Tape Recordings	24,964	23,405
Microcards and Microprints	258,010	205,092
Educational film reels	1,538	1,445

Microfilm titles	782	650
Microfiche	9,039	6,271
Talking Book containers	98,472	94,622
Slides	1,780	1,780
Periodical titles currently received:	3,750	3,746
Newspaper titles currently received:	166	173

Circulation and Use

	1969/70	January-June 1968	July 1968-June 1969
No. of reference aid transactions:	799,586	397,145	764,862
No. of volumes lent for home use:			
Adult	3,900,134	1,988,619	3,908,986
Juvenile	1,999,606	1,106,514	2,052,282
Total	5,899,740	3,095,133	5,961,268
Per capita circulation:	2.946	1.53	2.976
No. of interlibrary loans:			
Volumes lent	11,900	5,479	10,971
Volumes borrowed	48	29	48
Spectators at educational films:	1,722,050	755,176	1,620,113

Registration

	1969/70	1968/69
Total number of registered borrowers:		
Adult	382,630	372,691
Juvenile	213,938	217,077
Total	596,568	589,768
Percentage of population registered	29.8%	29.4%
Borrowers registered during year:		
Adult	128,659	187,992
Juvenile	72,380	104,226
Total	201,039	292,218

Annual fee charged to non-residents: $3.00

Length of registration period: 3 years

Agencies

	1969/70	1968/69
Central Library	1	1
Branches and sub-branches		
In Library buildings	41	39
Rented	2	3
Trailers	1	3
Other:		
Library for the Blind and Physically Handicapped	1	1
Mercantile Library	1	1
Northeast Regional Library	1	1
Regional Film Center	1	1
Stations:		
In schools	48	39
Institutions	46	37
Community	52	82
Other	207	114
Sub Total, Stations	353	272
TOTAL AGENCIES	402	322
Bookmobiles	2	3
Number of stops	33	49
Average number of days between visits	7	7

Personnel

	1969/70	1968/69
Professional	323	308
Non-Professional	614	641
Maintenance	166	162
Total Number of Authorized Positions	1,103	1,111

FINANCE

Operating Budget
(From all sources)

	1969/70	1968/69*
Expenditures:		
Salaries	$ 6,855,197	$ 9,035,301
Books, Periodicals, Audiovisual materials	1,296,159	1,584,160
All other operating expenses	775,564	1,060,257
Sub-total	8,926,920	11,679,718
Est. Expenditures by other City Departments:		
Federal Insurance Contribution Act	$ 282,345	$ 366,453
Pension	415,161	548,151
Hospitalization	169,128	279,360
Group Life Insurance	17,280	5,092
Electricity	145,273	186,947
Gas	30,543	105,209
Purchased steam and air conditioning	26,596	34,000
Rent	46,002	89,250
Telephone	32,636	44,500
Water	17,954	18,000
Sub-total	1,182,919	1,676,962
Total	$10,109,839	$13,356,680
Distribution according to source:		
From City funds	$ 8,476,408	$11,106,026
From State funds		
Local	690,481	774,092
District	222,593	307,229
Resource	151,672	148,045
Library for the Blind and Physically Handicapped	192,006	298,666
Regional Film Center	118,057	176,566
Reader Development Program	----------**	146,040
From Trust funds	258,622	400,016
Total	$10,109,839	$13,356,680
Per capita expenditure excluding State District, State Resource, Library for the Blind & Physically Handicapped, and Regional Film Center funds	$ 4.71	$ 6.21*** 4.14

*NOTE: *All figures given for 1968/69 represent an eighteen month period because of change to a fiscal year base by the City of Philadelphia*

**The cost of the Reader Development Program was made a part of the City Operating Budget as of July 1, 1969*

***The twelve month figure would be $4.14*

CAPITAL PROGRAM SCHEDULE 1971–1976

As Approved by City Council, June 24, 1970

Project	Appropriated to Date	1971	1972	1973	1974	1975	1976	Total 1971-1976
Central Library Modernization Projects	$ 190,000	$ 45,000	$	$ 500,000	$	$ 90,000	$ 351,000	$ 986,000
Center City Library						277,000(p)	2,159,000(b)	2,436,000
Air Conditioning—Branches	44,956	92,000	92,000	92,000	92,000	92,000	92,000	552,000
Northeast Regional—Addition	50,000						679,000(p&b)	679,000
Walt Whitman Branch	109,873		515,000(p&b)					515,000
52nd Street Branch	160,400	531,000(b)						531,000
Haverford Branch	52,000	10,000(p)	379,000(b)					389,000
Ogontz Avenue Branch	50,000	32,000(p)	190,000(b)	190,000(b)				412,000
Eastwick Branch	36,000				20,000(s&p)	506,000(b)		526,000
New Widener Branch				92,000(s)	43,000(p)	520,000(b)		655,000
Lancaster Avenue Branch						87,000(s)	44,000(p)	131,000
TOTALS	$ 693,229	$ 710.000	$1,176,000	$ 874,000	$ 155,000	$1,572,000	$3,325,000	$7,812,000

(b) Building
(p) Plans
(s) Site

STATISTICAL REPORT

1970–1971

General Information

Report of the Free Library of Philadelphia for the fiscal year ending June 30, 1971.

Date of founding: February 18, 1891

Name of Director: Keith Doms

Date of appointment: September 1, 1969

Appointing authority: Board of Trustees

Governmental unit of support and service: City-County (Co-terminus)

Population:
1,950,098 – City (1970 census)
834,855 – District*
2,784,953 – Total

Area legally entitled to service:
129.7 sq. miles – City
257.0 " " – District
386.7 " " – Total

No. of hours Central Library is open per week for circulation, reading and study:
72 winter**; 68 summer***

No. of days open during year: 325 days

No. of days open per week: 7 winter; 6 summer

Period of loan: 21 days

* Service to Delaware and Eastern Montgomery Counties under Pennsylvania Pamphlet Law #324. The Library Code.

** Reduced to 69 hours because of staff shortages January 8, 1971.

*** Reduced to 65 hours because of staff shortages May 16, 1971.

Book Stock

	1970/71	1969/70
Number of volumes added during year:		
Adult	103,559	121,771
Juvenile	72,364	72,899
Total	175,923	194,670
Number of volumes withdrawn during year:		
Adult	59,817	81,955
Juvenile	46,823	55,512
Total	106,640	137,467
Number of volumes at end of year:		
Adult	1,862,865	1,819,123
Juvenile	799,092	773,551
Total	2,661,957	2,592,674

Miscellaneous Stock

	1970/71	1969/70
Number added during year:		
Photos, pictures, prints	30,050	29,923
Maps	1,610	1,734
Sound recordings (discs)	3,249	1,809
Manuscripts	61	88
Unbound documents	37,643	41,299
Pamphlets	122,714	122,889
Tape recordings	1,699	3,427
Microcards and Microprints	24,126	52,918
Educational film reels	240	116
Microfilm titles	53	126
Microfiche	2,082	2,768
Talking book containers	24,538	21,810
Slides	0	0
Number withdrawn during year:		
Photos, pictures, prints	1,971	894
Maps	62	2
Sound recordings (discs)	91	15
Manuscripts	0	0
Unbound documents	23,203	14,009
Pamphlets	29,964	24,511
Tape recordings	4,711	1,868
Microcards and Microprints	0	0
Educational film reels	52	23
Microfilm titles	8	4
Microfiche	0	0
Talking book containers	16,378	17,960
Slides	0	0
Totals at end of year		
Photos, pictures, prints	1,004,696	976,617
Maps	123,024	121,476
Sound recordings (discs)	43,564	40,406
Manuscripts	16,535	16,474
Unbound documents	1,293,003	1,278,563
Pamphlets	685,385	592,635
Tape recordings	21,952	24,964

Microcards and Microprints	282,136	258,010
Educational film reels	1,726	1,538
Microfilm titles	827	782
Microfiche	11,121	9,039
Talking book containers	106,632	98,472
Slides	1,780	1,780
Periodical titles currently received:	3,707	3,750
Newspaper titles currently received:	165	166

Circulation and Use

	1970/71	1969/70
No. of reference aid transactions:	824,583	799,586
No. of volumes lent for home use:		
Adult	3,890,650	3,900,134
Juvenile	1,882,951	1,999,606
Total	5,773,601	5,899,740
Per capita circulation:	2.960	2.946
No. of interlibrary loans:		
Volumes lent:	9,332	11,900
Volumes borrowed:	192	48
Spectators at educational films:	1,559,100	1,722,050

Registration

	1970/71	1969/70
Total number of registered borrowers:		
Adult	382,643	382,630
Juvenile	209,108	213,938
Total	591,751	596,568
Percentage of population registered:	30.3%	29.8%
Borrowers registered during year:		
Adult	126,118	128,659
Juvenile	65,954	72,380
Total	192,072	201,039

Annual fee charged to non-residents: $3.00

Length of registration period: 3 years

Agencies

	1970/71	1969/70
Central Library	1	1
Branches and sub-branches		
In Library buildings	41	41
Rented	2	2
Trailers	1*	1
Other:		
Library for the Blind and Physically Handicapped	1	1
Mercantile Library	1	1
Northeast Regional Library	1	1
Regional Film Center	1	1
Stations:		
In schools	39	48
Institutions	48	46
Community	112	52
Other	121	207
Sub Total, Stations	320	353
TOTAL AGENCIES	369	402
Bookmobiles	2	2
Number of stops	36	33
Average number of days between visits	7	7

Personnel

	1970/71	1969/70
Professional	323	323
Non-Professional	613	614
Maintenance	173	166
Total number of authorized positions	1,109	1,103
Total number of positions filled	853	917

**Service discontinued January 2, 1971*

FINANCE

Operating Budget
(From all sources)

	1970/71	1969/70
Expenditures:		
Salaries	$ 7,541,003	$ 6,855,197
Books, periodicals, audiovisual materials	912,274	1,296,159
All other operating expenses	678,029	775,564
Sub-Total	9,131,306	8,926,920
Est. Expenditures by other City Departments:		
Federal Insurance Contribution Act	373,857	282,346
Pension	438,119	415,161
Hospitalization	226,446	169,128
Group Life Insurance	16,340	17,280
Electricity	158,870	145,273
Gas	33,680	30,543
Purchased steam and air conditioning	29,075	26,596
Rent	33,500	46,002
Telephone	41,108	32,636
Water	19,633	17,954
Sub-Total	1,370,628	1,182,919
Total	$10,501,934	$10,109,839
Distribution according to source:		
From City funds	$ 8,757,179	$ 8,476,408
From State funds		
Local	613,679	690,481
District	280,162	222,593
Resource	88,983	151,672
Library for the Blind and Physically Handicapped	312,409	192,006
Regional Film Center	180,943	118,057
Community Information Center	32,386*	
Free Wheeler	41,736*	
From Trust funds	194,457	258,622
Total	$10,501,934	$10,109,839
Per capita expenditure excluding State District, State Resource, Library for the Blind & Physically Handicapped, and Regional Film Center Funds	$ 4.94	$ 4.71

**This project initiated and first funded during Fiscal year 1970/71*

CAPITAL PROGRAM SCHEDULE 1972–1977

As Approved by City Council, May 28, 1971

Project	Appropriated to Date	1972	1973	1974	1975	1976	1977	Total 1972-1977
Andorra Branch	$ 90,000	$ 580,000(b)	$	$	$	$	$	$ 670,000
Widener Cluster								
N/L 25th and Lehigh		15,000(p)	179,000(r)					194,000
N/L 29th and Dauphin				47,000(s&p)	188,000(b)			235,000
Central Library Modernization Projects	281,000		800,000					1,081,000
Haverford Avenue Cluster Headquarters Branch	32,000	376,000(p&b)						408,000
Lancaster Avenue Cluster Headquarters Branch					45,000(s)	29,000(p)	358,000(b)	432,000
West Philadelphia Regional	675,099		636,000(b)					1,311,099
Air Conditioning–Branches	90,956	252,000	189,000					531,956
Eastwick Neighborhood Library	36,000			7,000(p)	188,000(s&b)			231,000
Ogontz Avenue Branch	82,000					350,000(b)		432,000
Walt Whitman Branch	73,338			470,000(p&b)				543,338
Acquisition-Diocesan Headquarters Building		75,000						75,000
TOTALS	$1,360,393	$1,298,000	$1,804,000	$ 524,000	$ 421,000	$ 379,000	$ 358,000	$6,144,393

(b) Building
(p) Plans
(r) Rehabilitation
(s) Site
N/L Neighborhood Library

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ANNUAL REPORT

JULY 1, 1971 JUNE 30, 1972

THE FREE LIBRARY OF PHILADELPHIA

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Keith Doms

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

IR000537

N SQUARE, NINETEENTH AND VINE STREETS

THE FREE LIBRARY OF PHILADELPHIA
1971/72 ANNUAL REPORT

TABLE OF CONTENTS

	Page
Letter of Transmittal	v
Board of Trustees	vi
Board of Directors	vii
Administrative Staff	viii
Director's Report:	
Introduction	ix
Public Services	
Personnel	1
Central Public Services Division	1
Extension Division	2
Office of Work with Adults and Young Adults	3
Office of Work with Children	4
District Library Center	4
Library for the Blind and Physically Handicapped	5
Internal Operations	
Processing Division	5
Public Relations	6
Administrative Services Division	6
Statistical Report 1971 – 1972	7

THE FREE LIBRARY OF PHILADELPHIA

Logan Square, Philadelphia 19103

The Honorable Frank L. Rizzo
Mayor of the City of Philadelphia
Room 215, City Hall
Philadelphia, Pa. 19107

My dear Mr. Mayor:

With this letter, I am delivering to you the Report of the Director of The Free Library of Philadelphia for the fiscal year 1971–1972.

I regret that it is necessary to report a curtailment of public services generally as the result of a reduction in personnel and insufficient funds for books and other materials in a period of inflation. I can state to you, however, that the Director and the staff generally have done a magnificent job in minimizing the effect of attrition and escalating costs; and have made it unnecessary to close any branches or departments. Fortunately, a certain amount of relief was provided through the additional staff made available under the Federal Emergency Employment Act.

You will be pleased to note that despite these limitations, the Library was able to answer over 37,000 more reference questions than in the previous fiscal year.

Two additional highlights for the period covered by the Report are also worth recording: One was the acquisition of the Richard Gimbel Collection of Edgar Allan Poe, which gives the Library as fine a collection of Poe materials as exists in the country. The other was the approval of the use of a grant from the Nevil Trust for the purchase of a building intended to provide a new home for the Library for the Blind, as well as other agencies working in the same field.

Respectfully yours,

James A. Montgomery Jr.

James A. Montgomery, Jr.
President

BOARD OF TRUSTEES

THE FREE LIBRARY OF PHILADELPHIA

1971–1972

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . William W. Bodine, Jr.
Second Vice President . . . . . Francis Heed Adler
Secretary . . . . . Mrs. Salivia T. Sharpe
Treasurer . . . . . Provident National Bank

Trustees

Seymour Adelman
Francis Heed Adler
Abe Belsky
William W. Bodine, Jr.
Mrs. James Bond
Joseph Brandschain
Rt. Rev. Msgr. Vincent L. Burns
Robert Dechert
Armand Della Porta
John B. Gest
Millard E. Gladfelter
Mrs. Robert McCay Green
William H. Hastie
Joseph W. Lippincott, Jr.
Joseph F. Lockard
William F. Machold
Frank C.P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick, III
Mrs. Linton Satterthwaite
Louis Stein
Wendell W. Young, III

Trustees Emeritus

Mrs. Catherine D. Bowen
Lessing J. Rosenwald

Ex-Officio Member

Robert W. Crawford, Recreation Commissioner

BOARD OF DIRECTORS

THE FREE LIBRARY OF PHILADELPHIA

1971–1972

The Free Library of Philadelphia was incorporated in 1891, upon the initiative of Dr. William Pepper, through a bequest in excess of one quarter of a million dollars from George S. Pepper. The Board of Directors is self-perpetuating and the members, except those ex-officio, serve for three years. The Corporation owns real estate, special collections of books and manuscripts and certain endowment funds.

A Board of Trustees was created by ordinance of City Council in 1894, enabling the library system to receive appropriation from the City of Philadelphia for establishing and maintaining a free library. The Board of Trustees, under management contract, oversees the operating affairs of the Corporation.

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . William W. Bodine, Jr.
Second Vice President . . . . . Francis Heed Adler
Secretary . . . . . Mrs. Salivia T. Sharpe
Treasurer . . . . . Provident National Bank

Directors
(elected for three years)

Seymour Adelman
Francis Heed Adler
Abe Belsky
William W. Bodine, Jr.
Robert Dechert
John B. Gest
Millard E. Gladfelter
Mrs. Robert McCay Green
William H. Hastie
Joseph W. Lippincott, Jr.
William F. Machold
Frank C.P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick, III

Ex-Officio Members

Frank L. Rizzo, Mayor
George X. Schwartz, President, City Council
William Ross, President, Board of Education

THE FREE LIBRARY OF PHILADELPHIA

ADMINISTRATIVE STAFF

1971–1972

Keith Doms	Director
Donald H. Hunt	Deputy Director
Marie A. Davis	Associate Director
Mrs. Salivia T. Sharpe	Administrative Secretary
Margaret C. Brown	Chief, Processing Division
Mrs. Carolyn W. Field	Coordinator, Work with Children
Mrs. Peggy Glover	Coordinator, Work with Adults and Young Adults
Herman Greenberg	Personnel Officer
Mrs. Ilse Hontz (Acting)	Coordinator, District Services
Henry M. Kapenstein	Chief, Central Public Services Division
Thomas W. McConkey	Chief, Administrative Services Division
Grace E. Perkinson	Public Relations Officer
J. Randall Rosensteel	Administrative Assistant to the Director
Alan W. Thomas	Chief, Extension Division

THE FREE LIBRARY OF PHILADELPHIA

FISCAL 1972 ANNUAL REPORT
(July 1, 1971—June 30, 1972)

INTRODUCTION

To the Board of Trustees

During the preceding fiscal year, 1970–71, The Free Library was confronted with its most serious fiscal crisis since the Great Depression of the Thirties. As a direct consequence, far-reaching cut-backs in both public and supportive services were necessary in order to live within the budget.

Regrettably, there was no significant fiscal relief during the current reporting period, and the fiscal dilemma of the previous year persisted. Also, the full impact of unchecked inflation led to sharp erosion of purchasing power for books, journals, and audio-visual materials.

That the Library was able to avoid further deterioration of services was due largely to the federally-funded Emergency Employment Act which provided 45 additional staff members. In addition, an increase in State subsidies permitted the filling of several vacant positions.

Although The Free Library reaches into communities and neighborhoods through its branches and mobile service units, the heart of The Free Library system is the Central Library, Logan Square. It contains extensive collections of resource and research materials that undergird research and study throughout the city, the region, and the Commonwealth. There are notable collections which attract researchers from many states and other countries. These include theatre, music, automotive, and rare book collections. During the past year, two major gift collections were added to the Rare Book Department. The Richard Gimbel Collection of Edgar Allan Poe represents the major acquisition of The Free Library in the past 25 years. The presentation by Mr. and Mrs. Emerson Greenaway of 1,000 books for children published in the United States from the colonial period to 1900 strengthened significantly the Rosenbach and related collections in the Rare Book Department and the Historical Collection in the Children's Department.

A 3.2 percent loss in circulation can be attributed to greatly reduced hours of public service throughout The Free Library system combined with reduction of funds for the purchase of books. To illustrate, Saturday library service has been eliminated at all but Central, the Northeast Regional Library and six branches for a total cut of 1256 service days. Only through pooling of personnel from other branches is it possible to maintain service on Saturday in eight of The Free Library's 47 primary public service agencies.

Contrary to the decline in books lent for home reading, telephone and on-site reference and study use reflected a slight increase, thus continuing a trend that began to emerge approximately two years ago. As a result, every effort is being made to upgrade our telephone communications system.

During the year, substantial amounts of staff time were given over to the work of selecting and processing books for the proposed West Philadelphia Regional Library and the Widener branch. Capital program projects included continuation of air-conditioning of older branch library buildings and modernization of the Central Library on a highly selective basis.

The cooperation of the entire staff and the support and encouragement of the Board of Trustees were noteworthy. This loyalty and dedication made it possible to cope with numerous crises and provide the best service possible within existing fiscal constraints.

The Director served as President of the American Library Association during the past year and is particularly grateful to his administrative staff for their willing assistance and whole-hearted cooperation.

Keith Doms
Director

PUBLIC SERVICES

A survey of Free Library Operations for fiscal year 1972 again emphasizes insufficient funds for books and other library materials, the further curtailment of public service and a staff which continues to diminish, due to generally inadequate support for the operation of the library system. Although the City budget for the library provided $7,813,239 ($4.01 per capita) in direct operating funds, 88% of that amount was the cost of salaries. Only 7.2% of the total (29¢ per capita) was spent for books and other library materials.

The financial dilemma thus perpetuated for the Free Library was eased only during the final quarter of the fiscal year by legislation which provided a total increase of $670,032 in State funds. The effects of both this legislation and the inadequate City budget are clearly reflected in this report.

PERSONNEL

The continuation of the city-wide job freeze from the previous fiscal year caused further staff attrition and further deterioration of activities in all divisions of the library. Although positions funded by State monies were unaffected by the job freeze, mandated salary increases had seriously reduced the number of positions which could be supported by a fixed salary budget and required the Free Library to impose its own internal freeze on these funds.

Static amounts in both City and State budgets supported fewer and fewer positions; and the effect of staff attrition during this phase of the freeze can be seen in the turnover factor (resignations, retirements, etc.) which amounted to 14% at the end of the year. The only vacancies which were authorized to be filled were a limited few for which absolute emergency, such as the elimination of a service, could be proved.

Only two bright spots on the personnel scene avoided further disaster for the Free Library and permitted operations to continue on a seriously reduced basis rather than forcing the closing of branch libraries and further reducing the quality of service. One of these was the Emergency Employment Act. This federally-funded program provided 45 additional staff members and partially attenuated the critical effects of the job freeze. The other was the increase in State funds toward the end of the fiscal year, permitting the filling of several authorized positions which had previously remained vacant. Nevertheless, at the end of the fiscal year, 297 of 1131 positions stood vacant.

CENTRAL PUBLIC SERVICES DIVISION

A constant stream of difficulties and concerns was engendered by escalating costs and relatively low funding. Fiscal 1972 became one more in a series of years in which public use of the Central Library decreased. Circulation of adult books dropped another 3.5% from the previous year's figures, which were already low. Public complaint was increasingly evident as poor delivery of materials and inadequate provision of information, due to lack of staff, in both subject departments and bookstacks, frustrated the user.

The Central Library continued to close at 6:00 p.m. rather than 9:00 p.m. on Thursdays and Fridays. With Sunday service cut from 38 to 22 Sundays, additional inconvenience was provided by holiday weekend closings, a device intended to stretch both the budget and the "Sunday season" over as long a period as possible. The influx of new staff members hired under the Emergency Employment Act was the saving ingredient that prevented further cuts in service.

In contrast to the need for a greatly increased appropriation, the book fund was actually reduced. This blocked the subject departments from achieving goals of bibliographical acquisition and duplication of popular materials. Lack of funds similarly impeded preservation of special and even general collections. The costs and problems of conservation of printed materials increases annually; however, facsimile reproduction and microform miniaturization may render this problem less critical than in the immediate past.

As previously noted, an increase in State aid in the final quarter of the fiscal year somewhat eased the financial restrictions on the materials budget. Not only did this prove a windfall to book acquisitions, it permitted the Central Library to realize some important changes in direction through a major microform project. A significant portion of the increase in State funds was reserved for purchase of microform editions of serials, as well as the necessary equipment required to project and photoreproduce these materials. The obvious benefits to the public will include the replacement of deteriorating paper copy, the filling in of collection gaps and the improved accessibility of these materials. The additional stack space released will relieve a seriously overcrowded situation and provide the opportunity for shifting and reorganizing the entire stack area. Although the Free Library has been purchasing microfilm for many years, this is to date the most substantial addition in this format.

The Rare Book Department was the recipient of two major gift collections in 1971. The Richard Gimbel Collection of Edgar Allan Poe represents the major acquisition of the Free Library in the past 25 years. The collection is unequalled in that it contains the original manuscripts of *The Murders in the Rue Morgue, The Raven, Anabel Lee,* and *To Annie.* Scholarly use is enhanced by the inclusion of variant issues and editions of Poe's works published during his lifetime—in periodicals, gift books and annuals to which he contributed, and in a wide range of the works of Poe's contemporaries as well as scholarly studies of the man and his writings. Valued at approximately $350,000, the true value can only be measured by the use that will be made of the collection, and that use has already been considerable.

The second major gift was the presentation by Mr. and Mrs. Emerson Greenaway of books for children published in the United States from the colonial period to 1900. The 1000 volumes represent a marked strengthening of the Rosenbach and related collections in the Rare Book Department and the Historical Collection in the Children's Department, all of which were greatly expanded during the years when Mr. Greenaway was director of the library.

EXTENSION DIVISION

Another year of retrenchment provides much the same picture in the Extension Division as in the Central Library: the loss of 94 staff positions; reduced book budgets; the elimination of Saturday service at all but the Northeast Regional Library and six branches for a total cut of 1256 service days; and a book circulation decrease of 247,424 from the preceding year. The Free Library continued, however, to expand its capital

program with the opening of the Torresdale Branch Library, and for the first time a new agency was opened with only 75% of its authorized staff complement and limited service hours. Construction continued on the Overbrook Park Branch, and two other new agencies (a branch and a regional library) were in planning stages. The multiplication of extension agencies, the job freeze and insufficient funds for library materials affected the quality of public service throughout the library system. As in the Central Library, only the influx of personnel from the Emergency Employment Act program made it possible to continue minimal service in all agencies.

The Free Wheeler, a sidewalk van supported by an LSCA grant and designed to promote library service in the Model Cities area, continued its successful experiment for a second year. In addition to stops at busy intersections, shopping centers and housing projects, the Free Wheeler staff set up deposit collections in barber shops, bars and rehabilitation centers, and acquired the largest paperback collection of black history and culture in the system. Another LSCA grant provided for Free Library cooperation with the Model Cities Community Information Center. At the very end of this fiscal year, computer terminals were established experimentally in two branch libraries as well as the Central Library. This electronic equipment will permit tapping the data bank of the local Model Cities program to provide up-to-date information to meet the social and health needs of the communities involved.

WORK WITH ADULTS AND YOUNG ADULTS

Adult and young adult book collections in branch libraries increasingly reflect the results of age, loss and wear. The situation has been aggravated by three years of restricted budgets and the constantly inflating cost of materials. Consequently each year has marked a further decline in the ability to maintain appropriate quality collections in neighborhood branch libraries. The pattern is repeated in inner-city agencies, where the need for unique, improved and relevant collections requires more funding and staff time than what is available; as a result, use of these branch libraries declines. Central and Regional Library collections suffer from the same restrictions. Many specialized titles were not added during the present year, and funds are unavailable for refurbishing and revitalizing the collections. Limited budgets have been stretched to the maximum by increasing the purchase of paperbacks and the continuation of the McNaughton Book Rental Plan in branch libraries.

The fiscal year began with a 30% reduction for book and materials collections in the Central and Northeast Regional Libraries, while branch libraries sustained an even greater 40% cut. The picture remained bleak for the first nine months of the year, at which time an additional $400,000 in state aid became available for adult and young adult materials. An emergency purchasing program allocated half of the amount to systemwide acquisition on the basis of replacement lists, and the remaining $200,000 initiated the much-needed acquisition of serial titles in microform editions for the Central Library. The new money was indeed welcome, even though its arrival late in the year caused considerable stress for a depleted staff.

Another effect of the budget limitations can be seen in the decline of adult and young adult programs to a total of 548, a drop of 24% from the preceding year and 35% from the all-time high of 838 programs in fiscal 1970. Considered as irreducible necessities, projects with Philadelphia prisons, the Youth Study Center and the Parkway School continued at previous levels, but high school assembly programs and cooperative ventures with other organizations were fewer than in the past. Insufficient staff time could be

assigned to relevant activities for older adults, and the omission continues to be a major concern in the area of age-level services.

The continuing personnel freeze not only continued the staff shortages of last year but increased the number of vacancies and severely struck the Office of Work with Adults and Young Adults. By year's end, four of the five positions assigned to Community Services stood vacant. Personnel from the Book Selection unit were reassigned to the responsibilities of the vacant positions. However, previous levels of leadership and guidance were missing, and it was impossible to maintain flexible and innovative programming. In grappling with preservation of past accomplishments, there was little time to devote to the achievement of goals set last year. These now join the list of priorities for fiscal 1973.

WORK WITH CHILDREN

As compared with last year, children's book circulation declined by five percent and registration by three percent; however, in the same period the children's population in Philadelphia dropped six percent. Work with children has suffered cutbacks in personnel and services similar to those in all other areas of the Free Library. Although some increase in programming was possible due to the willingness and flexibility of the staff, requests for story hours, book talks and personal reading guidance had regularly to be turned down. Another year of constant staff turnover was detrimental to both programming and community contacts.

In spite of staff shortages, every effort was made to continue major programming of proven popularity. A record 3500 registered for the Vacation Reading Club. The increased participation is attributed to the theme of Magic and Witchcraft and to the lowering of the age level to children who were ready to enter fourth grade. Story hours and film programs continued with unabated popularity. The Book Concerts, eight in number, provided the traditional highlights of the year and again filled the large Central auditorium with a variety of programs ranging from ballet and folksingers to puppets and magicians. The resumption of the Spring Book Review meeting again attracted a large audience of area librarians, teachers, community leaders, and students interested in children's literature. The production of videotaped interviews and panel discussions of children's authors/illustrators (in cooperation with Temple University) this year added the names of Joseph Krumgold, Eve Merriam and Eleanor Cameron. And a conference on Fantasy, co-sponsored by the Drexel University Graduate School of Library Science and the Free Library Office of Work with Children, was a great success. The highlight was a citation presented to Lloyd Alexander for his outstanding contribution to children's literature. The citation was written, hand-lettered and illuminated by Carolyn Haywood.

DISTRICT LIBRARY CENTER

In its consultative and advisory capacity under the Pennsylvania Library Code, the Free Library serves the libraries in adjacent Delaware County. This service, provided through the District Library Center, gives priority to the development of county library service, with particular emphasis upon the need for a county library.

In addition to continuing such services as field consultant visits, workshops, aid in book selection, reference, etc., the District Advisory Committee is exploring possibilities

for county development by emphasizing three areas of concern: a union catalog, a universal borrower's card and the financial and political implications of county library development. Initial accomplishment was achieved with agreement by 14 of the 24 libraries involved to participate in use of the universal borrower's card. The issues that remain to be faced before convincing county commissioners of the need for county library service include the expansion of quality service in existing libraries and the needs of unserved areas. Progress is slow but there is hope for a more solid foundation for library service in Delaware County.

LIBRARY FOR THE BLIND AND PHYSICALLY HANDICAPPED

The Library for the Blind and Physically Handicapped provides perhaps the brightest spot on the Free Library scene for this fiscal year. Supported entirely by State funds and materials provided by the Library of Congress, this agency provides service to the Eastern Pennsylvania region.

Registration and circulation reached an all-time high, even as the State of Delaware withdrew its participation and established its own regional library for the blind. The formation of the Delaware Valley Council of Agencies and Organizations of and for the Blind promises improvement of the wellbeing of all blind people in the area. The cassette program skyrocketed to second place among the most popular services offered. The long-awaited reel-to-reel tape catalog was produced. And there was not a single major backlog in service during the year.

The most exciting of the year's developments, however, was the approval of use of a Nevil Trust Fund grant for purchase of a building by Volunteer Services for the Blind, Inc., which will include new quarters for the Library for the Blind to replace the existing building, which is outgrown and totally inadequate. Work with the architects has begun, preliminary sketches for the layout are exciting, and plans for an attractive and functional library are well under way.

INTERNAL OPERATIONS

PROCESSING DIVISION

As with all other divisions and offices of the Free Library, the Citywide personnel freeze also set the tone for the Processing Division. Attrition regularly reduced the number of employees in the Acquisitions, Catalog and Bindery Departments, until finally the Serials Section was down to a single staff member. Utter chaos was avoided here, as throughout the library system, only by the cooperation and flexibility of the staff and their willingness to assume additional duties.

Other than the staff situation, the distinguishing feature of the year was the non-book. Although non-book materials have been a part of the Free Library scene for many years, recent technological developments in combination with a reduced budget dictated thorough examination of the many newer forms. A major portion of increased State funds was allocated to microforms, and never before had so many been ordered by so few staff in so short a time. The arrival of mountains of microfilm and microfiche was matched only by the mountains of problems which accompanied the unpacking and the

preparation of catalog records. The extent of the problems was magnified by the quantity of material handled. The staff learned rapidly about the deficiencies of commercial microfilming and resolved unanimously to share this new knowledge with microfilm publishers.

PUBLIC RELATIONS

Staff shortages in this department have reduced the number of graphics projects, continued to interrupt gallery exhibits, eliminated Free Library work with radio stations, and seriously reduced opportunities to work with television as a medium. Despite manpower problems, however, the department continued to deliver strong support service to library program activities, producing 869,000 pieces of printed material in booklists, and brochures and announcements in support of programs, collections and services. Throughout the year the department was heavily engaged in assignments aimed at interpreting to both staff and public the implications of reduced budgets.

The major public event of the year was the first annual Super Sunday, a joint effort to provide maximum exposure to cultural and educational institutions on Benjamin Franklin Parkway. In spite of heavy rain, the indoor/outdoor celebration was a great success. The Free Library programs offered attractions for all ages and tastes, and thousands who had never visited the Free Library before entered its doors that day.

ADMINISTRATIVE SERVICES DIVISION

The Administrative Services Division is responsible for overall support of the operation of the Free Library system, including accounting, building maintenance, security, shipping and supplies. In addition the division is responsible for preparation of the operating and capital budgets for all sources of funding. The activities of this division are implicitly reflected throughout this report.

STATISTICAL REPORT

1971–1972

General Information

Report of the Free Library of Philadelphia for the Fiscal year ending June 30, 1972

Date of founding: February 18, 1891

Name of Director: Keith Doms

Date of appointment: September 1, 1969

Appointing authority: Board of Trustees

Governmental unit of support and service: City-County (Co-terminus)

Population:

1,950,098 – (1970 census) City
600,035 – District*
2,550,133 – Total

Area legally entitled to service:

129.7 sq. miles – City
184.0 " " – District
313.7 " " – Total

No. of hours Central Library is open per week for circulation, reading and study:
66 winter; 62 summer

No. of days open during year: 322 days

No. of days open per week: 7 winter; 6 summer

Period of loan: 21 days

* Service to Delaware County under Pennsylvania Pamphlet Law #324, *The Library Code.*

70

BOOK STOCK

	1971/72	1970/71
Number of volumes added during year:		
Adult	77,523	103,559
Juvenile	44,719	72,364
Total	122,242	175,923
Number of volumes withdrawn during year:		
Adult	61,874	59,817
Juvenile	39,992	46,823
Total	101,866	106,640
Number of volumes at end of year:		
Adult	1,878,514	1,862,865
Juvenile	803,819	799,092
Total	2,682,333	2,661,957

Miscellaneous Stock

	1971/72	1970/71
Number added during year:		
Photos, pictures, prints	26,743	30,050
Maps	1,031	1,610
Sound recordings (discs)	2,371	3,249
Manuscripts	144	61
Unbound documents	45,944	37,643
Pamphlets	77,492	122,714
Tape recordings	1,691	1,699
Microcards and Microprints	27,306	24,126
Educational film reels	170	240
Microfilm titles	103	53
Microfiche	1,473	2,082
Talking book containers	10,523	24,538
Slides	0	0

	1971/72	1970/71
Number withdrawn during year:		
Photos, pictures, prints	545	1,971
Maps	7	62
Sound recordings (discs)	489	91
Manuscripts	0	0
Unbound documents	24,451	23,203
Pamphlets	27,373	29,964
Tape recordings	4,092	4,711
Microcards and Microprints	0	0

Educational film reels	9	52
Microfilm titles	1	8
Microfiche	0	0
Talking book containers	5,861	16,378
Slides	0	0
Total at end of year:		
Photos, pictures, prints	1,030,894	1,004,696
Maps	124,048	123,024
Sound recordings (discs)	45,446	43,564
Manuscripts	16,679	16,535
Unbound documents	1,314,496	1,293,003
Pamphlets	735,504	685,385
Tape recordings	19,551	21,952
Microcards and Microprints	309,442	282,136
Educational film reels	1,887	1,726
Microfilm titles	929	827
Microfiche	12,594	11,121
Talking book containers	111,294	106,632
Slides	1,780	1,780
Periodical titles currently received:	3,446	3,707
Newspaper titles currently received:	151	165

Circulation and Use

	1971/72	1970/71
No. of reference aid transactions:	861,774	824,583
No. of volumes lent for home use:		
Adult	3,732,595	3,890,650
Juvenile	1,807,044	1,882,951
Total	5,539,639	5,773,601
Per capita circulation:	2.840	2.960
No. of interlibrary loans:		
Volumes lent:	7,812	9,332
Volumes borrowed:	198	192
Spectators at educational films:	1,160,850	1,559,100

Registration

	1971/72	1970/71
Total number of registered borrowers:		
Adult	377,169	382,643
Juvenile	202,809	209,108
Total	579,978	591,751

72

Percentage of population registered:	29.7%	30.3%
Borrowers registered during year:		
Adult	122,392	126,118
Juvenile	64,475	65,954
Total	186,867	192,072

Annual fee charged to non-residents: $3.00

Length of registration period: 3 years

Agencies

	1971/72	1970/71
Central Library	1	1
Branches and sub-branches		
In library buildings	42	41
Rented	2	2
Other:		
Library for the Blind & Physically Handicapped	1	1
Mercantile Library	1	1
Northeast Regional Library	1	1
Regional Film Center	1	1
Stations:		
In schools	55	39
Institutions	44	48
Community	48	112
Other	94	121
Sub-total, Stations	341	320
TOTAL AGENCIES	390	369
Bookmobiles	2	2
Number of stops	37	33
Average number of days between visits	7	7

Personnel

	1971/72	1970/71
Professional	330	323
Non-professional	625	613
Maintenance	171	173
Total number of authorized positions	1,126	1,109
Total number of positions filled	817	853

FINANCE

Operating Budget

(From all sources)

	1971/72	1970/71
Expenditures:		
Salaries	$ 8,054,221	$ 7,541,003
Books, periodicals, audiovisual materials	900,070	912,274
All other operating expenses	886,245	678,029
Sub-total	9,840,536	9,131,306
Est. Expenditures by other City Departments:		
Federal Insurance Contribution Act	330,417	373,857
Pension	637,353	438,119
Hospitalization	224,640	226,446
Group Life Insurance	21,600	16,340
Electricity	187,144	158,870
Gas	39,674	33,680
Purchased steam and air conditioning	29,075	29,075
Rent	49,116	33,500
Telephone	52,124	41,108
Water	19,633	19,633
Sub-total	1,590,776	1,370,628
TOTAL	$11,431,312	$10,501,934
Distribution according to source:		
From City funds	$ 9,542,837	$ 8,757,179
From State funds		
Local	632,617	613,679
District	218,981	280,162
Resource	100,105	88,983
Library for the Blind and Physically Handicapped	355,480	312,409
Regional Film Center	183,245	180,943
Community Information Center	65,963	32,386
Free Wheeler	49,330	41,736
From Trust funds	282,754	194,457
TOTAL	$11,431,312	$10,501,934
Per capita expenditure excluding State District, State Resource, Library for the Blind and Physically Handicapped, and Regional Film Center funds	$5.42	$4.94

CAPITAL PROGRAM SCHEDULE 1973–1978

As Approved by City Council

Project	Appropriated to date	1973	1974	1975	1976	1977	1978	Total 1973-1978
West Philadelphia Regional	$237,771	$1,218,000(b)	$	$	$	$	$	$1,455,771
Northwest Regional		100,000(s&p)						100,000
McPherson Square Branch		65,000(p)	270,000(r)					335,000
Haverford Avenue Cluster Headquarters Branch		30,000(s)	43,000(p)	543,000(b)				616,000
Central Library Modernization Projects	148,066	316,000	120,000	143,000			300,000	1,027,066
Widener Cluster Headquarters Branch	15,000	207,000(r)						222,000
Lancaster Avenue Cluster N/L 36th and Haverford					35,000(s)	19,000(p)	223,000(b)	277,000
Air Conditioning-Branches	102,177	238,000	146,000	146,000	73,000	73,000	73,000	851,177
Eastwick Branch		36,000(s)	43,000(p)	543,000(b)				622,000
Walt Whitman Branch		40,000(s)						40,000
Ogontz Avenue Branch		50,000(s)	34,000(p)	407,000(b)				491,000
Northeast Regional Mechanical Improvements		36,000						36,000
Andorra Branch	89,003	580,000(b)						669,003
TOTALS	$592,017	$2,916,000	$656,000	$1,782,000	$108,000	$92,000	$596,000	$6,742,017

(b) *Building*
(p) *Plans*
(r) *Rehabilitation*
(s) *Site*
N/L *Neighborhood Library*

Fiscal Year 1974

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ANNUAL REPORT

July 1, 1973 June 30, 1974

THE FREE LIBRARY OF PHILADELPHIA

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Keith Doms

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

IR004537

N SQUARE, NINETEENTH AND VINE STREETS

THE FREE LIBRARY OF PHILADELPHIA

ANNUAL REPORT – Fiscal Year 1974
July 1, 1973–June 30, 1974

TABLE OF CONTENTS

	Page
Letter of Transmittal	v
Board of Trustees	vi
Board of Directors	vii
Administrative Staff	viii
Director's Report:	
Introduction	ix
Public Services	
Personnel	1
Central Public Services Division	1
Extension Division	2
Work with Adults and Young Adults	3
Work with Children	3
District Library Center	4
Library for the Blind and Physically Handicapped	4
Internal Operations	
Processing Division	5
Public Relations	5
Administrative Services Division	6
Friends of the Free Library, Inc.	6
Statistical Report 1973 – 1974	7

77

THE FREE LIBRARY OF PHILADELPHIA

Logan Square, Philadelphia 19103

The Honorable Frank L. Rizzo
Mayor of the City of Philadelphia
Room 215, City Hall
Philadelphia, Pennsylvania 19107

My dear Mr. Mayor:

With this letter, I deliver to you the Report of the Director of The Free Library of Philadelphia for the fiscal year 1974.

The continuing reduction in personnel from previously authorized levels prevented the Library from realizing its full potential during the year. I am glad to report, however, that through the efforts of our staff, there was no further impairment of public services. The federal Public Employment Program did provide additional positions for at least a portion of the year; and additional year-end funding permitted the restoration of full Sunday services at the Central Library.

One significant step foward was taken when ground was broken for the new West Philadelphia Regional Library. When completed, this Library will provide greatly increased book stock and administrative services for another large section of the City. As the Report notes, plans were also finally begun for the Northwest Regional Library.

Another major development was the completion of the study of the space requirements for the Central Library. This study contemplates major renovation and reorganization of the Central Library building as well as the construction of a large addition to the rear which will permit the Library to centralize its services and which will provide much-needed room for the growing collections. As I stated in my letter transmitting the Report for the previous fiscal year, this will obviously require a major expenditure of funds. It is extremely doubtful whether the City itself can afford to take on such a financial commitment; and indeed there is no reason why it should be asked to assume the entire burden, since The Free Library of Philadelphia, as you well know, is not merely a local library but serves as one of the regional libraries for the state and provides books and services for the surrounding counties as well as many persons in neighboring states. For a number of years, the Commonwealth of Pennsylvania has helped to finance the construction of buildings for various public institutions such as colleges, universities and hospitals. It would seem entirely appropriate for Philadelphia to request the Commonwealth to amend existing legislation so as to authorize further financing for these improvements. It is my hope that the City of Philadelphia will officially make this a part of its next legislative program.

Respectfully yours,

James A. Montgomery, Jr.
President

BOARD OF TRUSTEES

THE FREE LIBRARY OF PHILADELPHIA

1973–1974

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . William W. Bodine, Jr.
Second Vice President . . . . . William H. Hastie[1]
Secretary . . . . . Mrs. Salivia T. Sharpe
Treasurer . . . . . John A. Philbrick, III[2]

Trustees

Seymour Adelman
Abe Belsky
William W. Bodine, Jr.
Mrs. James Bond
Joseph Brandschain
Rt. Rev. Msgr. Vincent L. Burns
Armand Della Porta
Mrs. Clarence Farmer
Millard E. Gladfelter
Mrs. Robert McCay Green
Mrs. Raymond S. Green
William H. Hastie
Joseph W. Lippincott, Jr.
William F. Machold
Rev. Demetrius Mamalis
Frank C. P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick, III
Jerome J. Shestack[3]
Louis Stein[4]
Wendell W. Young, III

Trustees Emeritus

Francis Heed Adler
Catherine Drinker Bowen[5]
John B. Gest
Lessing J. Rosenwald

Ex-Officio Member

Robert W. Crawford, Recreation Commissioner

1 Elected June 21, 1973
2 Elected March 21, 1974
3 Elected to Board of Trustees December 20, 1973
4 Resigned January 7, 1974
5 Deceased November 1, 1973

BOARD OF DIRECTORS

THE FREE LIBRARY OF PHILADELPHIA

1973–1974

The Free Library of Philadelphia was incorporated in 1891, upon the initiative of Dr. William Pepper, through a bequest in excess of one quarter of one million dollars from George S. Pepper. The Board of Directors is self-perpetuating and the members, except those ex-officio serve for three years. The Corporation owns real estate, special collections of books and manuscripts and certain endowment funds.

A Board of Trustees was created by ordinance of City Council in 1894, enabling the library system to receive appropriations from the City of Philadelphia for establishing and maintaining a free library. The Board of Trustees, under management contract, oversees the operating affairs of the corporation.

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . William W. Bodine, Jr.
Second Vice President . . . . . William H. Hastie[1]
Secretary . . . . . Mrs. Salivia T. Sharpe
Treasurer . . . . . John A. Philbrick, III[2]

Directors
(elected for three years)

Seymour Adelman
Abe Belsky
William W. Bodine, Jr.
Joseph Brandschain
Rt. Rev. Msgr. Vincent L. Burns
Armand Della Porta
Millard E. Gladfelter
Mrs. Robert McCay Green
William H. Hastie
Joseph W. Lippincott, Jr.
William F. Machold
Frank C. P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick, III

Ex-Officio Members

Frank L. Rizzo, Mayor
George X. Schwartz, President, City Council
Arthur Thomas, President, Board of Education

1 Elected June 21, 1973
2 Elected March 21, 1973

80

ADMINISTRATIVE STAFF

THE FREE LIBRARY OF PHILADELPHIA

1973–1974

Keith Doms	Director[†]
Donald H. Hunt	Deputy Director
Marie A. Davis	Associate Director
Margaret C. Brown[*]	Chief, Processing Division
Mrs. Carolyn W. Field	Coordinator, Office of Work with Children
Mrs. Peggy Glover	Coordinator, Office of Work with Adults and Young Adults
Herman Greenberg	Personnel Officer
Mrs. Ilse Hontz	Coordinator, District Services
Henry M. Kapenstein	Chief, Central Public Services Division
Thomas W. McConkey	Chief, Administrative Services Division
Grace E. Perkinson	Public Relations Officer
J. Randall Rosensteel	Administrative Assistant to the Director
Mrs. Salivia T. Sharpe	Administrative Secretary
Alan W. Thomas	Chief, Extension Division

[†] Keith Doms also serves as Assistant Treasurer for the Board of Directors and Trustees

[*] Retired January 31, 1974

81

THE FREE LIBRARY OF PHILADELPHIA

Fiscal 1974 Annual Report
July 1, 1973—June 30, 1974

INTRODUCTION

To the Board of Trustees:

It is clear that urban problems of the large cities will continue to impact adversely upon public library services during the decade of the seventies. Neither the Free Library nor the City of Philadelphia can escape the debilitating effects of population losses, erosion of tax bases, and the over-arching effects of urban physical obsolescence.

Conversely, there is a growing need for knowledge and information which constitutes a constant challenge to the staff. The opportunities to serve new and expanding library constituencies are numerous and demanding.

As a consequence of the many economic and social factors over which institutions such as public libraries have little or no control, the Free Library has recognized that maintenance of its most fundamental resources and services will be the key of its survival as a useful educational and cultural force throughout the remainder of this decade.

The fiscal year covered in this report was noteworthy in that there was no further deterioration of public service and occasionally it was possible to restore some previous standards. Significant efforts were made by The Friends of The Free Library of Philadelphia, Inc., to interpret the Library's needs and to promote and encourage wider use of its resources and services.

Regional Libraries which provide advanced resources and services are critical and basic to the city-wide effectiveness of the Free Library in terms of direct service, referral from other branches, and backup program and administrative services. Therefore, groundbreaking on April 22 for the construction of the West Philadelphia Regional Library was particulary significant because it marked realization of another step forward in achieving our long held goal of organizing library service on a regional basis. Also, plans were begun for the Northwest Regional Library.

Central Library improvements included a new public service as a regional center of the Foundation Center of New York, strengthening of collections, and reclamation and reorganization of stack space through active microfilming and discarding programs. Many valuable additions were made to the Rare Book Department and the Print and Picture Department acquired its one-millionth print early in the year. A second grant of $16,000 from the William Penn Foundation enabled the Library to continue its project of reorganization of the Theatre Collection and indexing of Philadelphia theatrical performances.

Community services and programming increased for all age levels. Special programs for older adults and inner-city children were well received and demonstrated to these groups the relevance of library services and resources.

The Library for the Blind and Physically Handicapped undertook the employment of ten visually handicapped persons, some for the summer, and others for the entire year. This program was most successful and has attracted widespread interest. Services to the Blind and Physically Handicapped are funded by the Commonwealth through contractual agreement with the Free Library.

To maintain acceptable levels of library service in the face of fiscal restraints is a constant challenge to the entire staff and they are to be commended for their loyalty, perseverance, and commitment to the Free Library and the people of Philadelphia.

Finally, I wish to acknowledge with deep gratitude the support and encouragement provided by the Board of Trustees whose efforts in behalf of the Free Library are numerous and invaluable.

Keith Doms
Director

PUBLIC SERVICES

The familiar patterns of inflation, insufficient funds and reduced personnel ceilings reflected in all Free Library annual reports of this decade continued into fiscal 1974. There was no further deterioration of public service, and occasionally some restoration to previous standards was achieved. There were even harbingers of better times to come in the restoration of full Sunday service, in the full staffing of the Office of Work with Adults and Young Adults and in the improvement in the book and materials budget. The best that can be said for the year is that library problems seem to have "bottomed out."

PERSONNEL

The federally-funded Public Employment Program provided 50 positions during the last fiscal year. Since these positions represented a portion of those previously cut from its personnel budget, the Free Library was able to continue operations, although on a severely restricted basis in most service agencies. During the early months of this fiscal year, insufficient funding for the program reduced that number by attrition to 40 employees, and 27 of those remaining were dismissed in mid-September when the program ended.

The untenable situation thus created for the Library was eased when the City Finance Department agreed to increase staffing to the level of 707 City-funded positions. However, the cumbersome nature of the civil service process prevented the achievement of the authorized total. In addition, a "freeze" was imposed on all vacancies during the last two months of the fiscal year, and the Free Library entered the current year with a total of 682 filled City positions.

CENTRAL PUBLIC SERVICES DIVISION

A lengthy study of space requirements for the Central Library was completed by library consultant James E. Bryan and the Philadelphia architectural firm of Harbeson, Hough, Livingston, and Larson. In recommending modernization of the present building and major realignments of existing departmental functions and collections, the report also calls for a building addition of 175,000 square feet. The entire undertaking requires a multimillion dollar capital outlay for which no plans are presently underway.

Fiscal 1974, another year of inflationary inroads into otherwise inadequate funding, was further depleted by the retirement of several department heads who had been with the staff since the Free Library "renaissance" during the early 1950's. Nevertheless, within these restrictions, the staff and collections of the Central Library provided another year of solid service to the public. This was enhanced by additional year-end funding which provided restoration of full Sunday service, increasing the schedule from 22 to 38 Sunday openings. Noteworthy among the year's accomplishments was the event know as Forgiveness Week, a period in April which permitted fine-free returns of overdue materials. More than 62,000 books were returned, much useful and communicative publicity was generated, and thousands of patrons were benefitted. As a main focal point for returns, the Central Library received and handled the largest quantity of books. Coordinated planning, detailed execution and extensive staff follow-up assured the success of the project.

Federal LSCA funding was withdrawn from support of the Regional Film Center. The service was consequently reduced from statewide to local status, transferred from rented quarters and converted to a Films Department in the Central Library. Demand for film service continued at a very high level.

In other service areas, the Theatre Collection received a second grant of $16,000 from the William Penn Foundation for the indexing of Philadelphia theatrical performances and extensive reorganization of the entire collection. Outstanding acquisitions included the Family Bible and other memorabilia of the Drew/Barrymore family. The Print and Picture Department acquired its one-millionth print early this year. The Fleisher Collection of orchestral music acquired a manuscript of *Yellow River Concerto* as a gift from the Philadelphia Orchestra following its pioneering trip to mainland China. As with the entire collection, this work has been made available to performers through the skills of the Fleisher staff. Arrangements with the Orchestral Society of Pennsylvania also made possible the selection, copying preservation, and distribution of the year's prizewinning compositions of Pennsylvania composers. However, the year's most significant new public service resulted from the designation of the Free Library as a regional center of the Foundation Center of New York. After long negotiation, the deposit of specialized material and the purchase of necessary equipment made possible this vital research and reference service on the existence and availability of grants from philanthropic organizations.

The collections of the Rare Book Department currently number 89,864 books, manuscripts and prints, with a value of $21,000,000. The collection was increased this year by 500 items. Notable among the recent acquisitions are seven letters of Charles Dickens, 11 additional Pennsylvania German fraktur, and a group of watercolors and drawings added to the existing collection of Robert Lawson's works, including 22 drawings for his edition of *Dick Whittington and His Cat.* Scholars from all over the United States and the world regularly visit the Rare Book Department, with representatives of 20 foreign nations visiting during the current year.

EXTENSION DIVISION

The previous year's problem of personnel shortage crossed the fiscal border into the current year, while plans for expansion and renovation of the Free Library physical plant continued unabated. No new branch libraries were opened during the year, but the Andorra Branch achieved 80% construction and missed completion only because of a strike by sheet metal workers.

Groundbreaking was followed by excavation and pouring of footings for the West Philadelphia Regional Library, and schematic architectural plans were begun for a third regional library, the Northwest. Plans were begun for the Whitman Branch Library and completed for the rehabilitation of two older branch libraries, McPherson Square and Widener, which await the bidding process. Four additional older branches were scheduled for air conditioning and progress was made on site selection for new branch libraries in the Eastwick, Haverford Avenue, Ogontz, Adams Avenue, and Mantua areas of the city.

The year began with a diminished staff but also with an administrative determination to avoid further service cutbacks. The projected fall/winter/spring schedule of branch service hours was shattered by the termination of the Public Employment Program, and the result was cancellation of all Friday evening public service hours in the few branch libraries still offering this service. When some relief was later provided by the City

Finance Department, Friday evening service was gradually resumed at 12 of 45 branches as limited additional staff was acquired during the winter months.

The year threatened to end on a dismal note when the budget proposed by the City administration for the coming fiscal year would have cut many additional positions from the library roster. However, a subsequent City Council increase to the proposed budget restored the eliminated positions, and added several additional positions, increased the City allocation for books by 50%, provided for a new bookmobile, and generally forecast a brighter prospect than the Library has faced in several years.

WORK WITH ADULTS AND YOUNG ADULTS

In contrast to fiscal 1973, a crisis year for the Office of Work with Adults and Young Adults, the present year was one of redevelopment and restoration of full service. Due to an administrative decision to give priority to the filling of the many vacancies which had accrued as a result of the City personnel freeze, all professional positions in this office were staffed by midsummer. The renewed personnel situation, in combination with increased State funds for library materials, had a direct impact on the year's book statistics: 18,661 adult titles were added to the collection, an increase of 4,532 titles over the preceding year.

The Central Library book collection benefitted in many ways. Massive weeding programs cleared congested areas throughout the building. Runs of badly deteriorating newspapers were discarded after being microfilmed. The collection of historic pamphlets was examined and prepared for distribution to appropriate subject departments. Active weeding of duplicate materials released urgently-needed shelf space in areas of the stacks. A concentrated preservation program made inroads, through lamination, deacidification, special binding, etc., into several Central collections which were deteriorating at an alarming rate.

Community services and programming increased dramatically over last year, with system-wide programs actually doubling in number. The Free Library commitment to adult education was strongly renewed and groundwork laid for future progress on many fronts. Adult education was the subject of the first of a series of "position papers" issued during the year. The entire series, which also concern service to older adults, programming and school relations, is designed to provide staff guidance on the philosophy and policy to be observed in the implementation of various library activities.

WORK WITH CHILDREN

The philosophy in the Office of Work with Children, as in all areas of public service, is to provide the best the budget will allow in staff, materials and facilities. Statistics are not a reliable reflection of the quality of library service. The decrease in children's registration and book circulation reflects the national decrease in the child population. The nine percent decrease in Philadelphia's juvenile population is reflected in a lesser seven percent decrease in library registration for the age group.

An experiment in conjunction with one inner-city branch library proved the effectiveness of reaching out to children where they are to be found. Enhancing the paperback collections on mobile units, and sending these accompanied by a Children's librarian to neighborhood schools, resulted in an increase of more than 13% in the branch book circulation and doubled, to more than 5000, the attendance at children's programs at the

branch during the year. Since this was accomplished in a deprived area where "turfs" and other factors militate against participation in cultural and educational activities, it is interesting to speculate what might be accomplished with adequate staff and materials for such purpose throughout the city.

Without appropriate staff, and at the expense of giving up some personal work with children the office participated in the production of 15 videotaped story programs for use on cable television. Produced entirely by the staff of the Free Library, and featuring a story-telling specialist, the series is scheduled for weekly telecast during the fall season. It is hoped that the series will point up the need for additional staff to work in the specialized area of videotape and television.

Six branch libraries experimented with filmstrip for use with groups and individuals. At these branches, representing various areas of the city, 1,100 children attended 45 group programs, and another 1,100 viewed the filmstrips individually.

In programming and other activities for children, innovation as well as repetition of past successes attracted children by the thousands to library-sponsored events both inside and outside library agencies. Three Saturday programs were added to the series of Sunday Book Concerts at the Central Library, which this year introduced the Poko Puppets, the Ballet des Jeunes and the Progressive Chamber Ensemble. Special funds made possible the rental of children's feature films, which were extremely popular in branch showings throughout the city. The Vacation Reading Club continued as the major city-wide program, with the theme "Try It, You'll Like It." Fourth and fifth-year certificate winners were honored by a program and reception at which they were introduced to 20 prominent authors of children's books. Six branch libraries experimented with filmstrips for group and individual use. And Super Sunday was again an overwhelming success, with puppet shows, a magician, story hour, children's films, videotaped interviews with authors, and authors autographing their own books, which were available for purchase.

A highlight of the year was a reception in the Central Library Skyline Room to honor Marguerite De Angeli, *grande dame* of children's literature, on the occasion of her 85th birthday and publication of her 24th book, *Fiddlestrings*.

DISTRICT LIBRARY CENTER

A significant step in library development can be identified by the sense and spirit of cooperation and communication which has developed among the 25 libraries of Delaware County. The District Library Center of the Free Library has worked with librarians, trustees and citizens through cooperative ventures and committee activity to improve library service in the county. Citizen involvement through the proposed County Library Plan and District Advisory Committee represents progress towards grass roots understanding and awareness of the need. The purpose of the District Library Center is to assist local libraries in the achievement of greater self-sufficiency and independence.

LIBRARY FOR THE BLIND AND PHYSICALLY HANDICAPPED

The Library for the Blind and Physically Handicapped completed its first year of operation in new quarters shared with Volunteer Services for the Blind. The cooperative project, under the auspices of the Nevil Trust, assures not only appropriate relocation with adequate spatial provisions but also a major breakthrough in special and unique

services to the blind. Among these, a nonprofit Radio Information Center for the Blind was established with a $500,000 Nevil Trust grant. By using radio to reach patrons within a 50-mile radius, the Library approaches its goal of providing current information along with other standard library services adapted to blind readers. Other advantages in the new building include an auditorium which already has served as the site for a dozen significant conferences related to the blind.

An extremely successful program undertaken this year was the employment of ten visually-handicapped persons, some on a limited summer program, and others for the entire year. These employees ranged from high school students to college graduates, and their employment led to the virtual elimination of major complaints from patrons concerning incomplete or damaged talking book sets. Of the 13,000 sets examined, one out of three required some kind of attention, and one out of eleven had to be discarded. The achievement was remarkable and proved beyond doubt the efficacy of hiring the visually handicapped.

Relocation in the heart of Center City attracted the attention of exhibitors and encouraged the permanent display of aids and appliances designed for the blind and physically handicapped. Kitchen equipment, tools, games, print-magnifying machines, writing equipment, specially designed reachers, and eating utensils are among the items available for examination. The display area is a major attraction in the new building, and a valuable addition to the many routine services of this unique library.

INTERNAL OPERATIONS

PROCESSING DIVISION

In the Processing Division the tone for the year was set by the retirement of Division Chief Margaret C. Brown after a 20-year tenure during which she had revised and modernized a materials processing program unparalleled in the history of the Free Library. It is a credit to her management and training program, to the excellence of the large staff in the division and the competence of the heads of the Cataloging, Acquisitions and Bindery Departments that operations continued normally throughout a year of intensive recruitment and fruitless search for a new chief.

Including State and private funds accumulated from previous years' unspent balances, the Acquisitions Department encumbered a total materials budget of $1,641,725. This included increasing numbers of phonograph records, cassettes, microfilm and other audio-visual materials, which involve far greater complication than books in both the ordering and cataloging processes.

The increasing book budget has also resulted in greater quantities of titles being ordered exclusively for the Central Library, rather than in heavier duplication of more popular materials. As a result the Catalog Department began to accumulate its first serious backlog of uncataloged books in many years. Actual production over the last 20 years has not fluctuated significantly except in proportion to variations in the size of the staff. The backlog will undoubtedly continue until the staff is enlarged or automation can be introduced into the cataloging operation.

PUBLIC RELATIONS

The Public Relations Department increased production over last year by 10% in spite of a continuing staff of seven rather than the 11 positions previously authorized. As the

result of 115 news releases, 2,172 stories on the Free Library appeared in the general press. In graphics work, 154 separate print jobs were designed, producing 1,000,000 printed messages, to promote the services and programs of the library. Nine major exhibitions, planned and designed by the department, were mounted, continuing to emphasize Free Library holdings. The policy is to present a variety of subjects in a lively and popular manner, so that a broad base of viewers can know and appreciate the richness and excitement of their public library.

Super Sunday experienced its third straight success as an annual event. The Free Library sponsored 10 activities and again drew about 50,000 people into the central building. The net effect of drawing residents' attention to the cultural institutions along the Benjamin Franklin Parkway continued to be reflected in statistics on use of the Free Library.

ADMINISTRATIVE SERVICES DIVISION

A major breakthrough in capital budget policy allocated $100,000 annually to the Free Library for regular and continuing rehabilitation of older branch libraries. As a result it was possible to begin roof replacement and airconditioning and heating rehabilitation where needed, to establish a painting program whereby every branch library can be repainted every sixth year, and to provide for numerous miscellaneous repair and construction programs.

The major capital project of the year was the groundbreaking and beginning of construction of the West Philadelphia Regional Library. This 20,000 square foot building, designed to serve an area with a population of 400,000 already served by several branch libraries, will open with a collection of 93,000 books and audiovisual items. Like the Northeast Regional Library, the building will also house the area administrator and a staff of age-level coordinators who will direct the operations of all branch libraries in the area.

FRIENDS OF THE FREE LIBRARY OF PHILADELPHIA, INC.

In recent decades the Free Library has received support from generous donors through membership dues and gifts from a group called "Friends of the Free Library." The organization, however, was loosely structured and without formal direction. Early in the current fiscal year, a new group entirely outside the Library formed a steering committee to formalize a citizens' action group which developed into the Friends of the Free Library of Philadelphia, Inc.

During its first year, the new Friends promoted a successful membership campaign; testified at City Council budget hearings and at public hearings on the Master Plan for Pennsylvania Library Development; held a press party to inform the public of the plight of the Library; made individual contacts with prominent City officials; hosted a very successful "First Edition" gala in the Central Library lobby; enlisted the support of many volunteers; began regular publication of a newsletter to members; and sponsored a book sale on Super Sunday. The accomplishments of the first year provide a record of the persuasive powers that can be brought to bear on the community, the media and government on behalf of expanded library service.

STATISTICAL REPORT

1973–1974

General Information

Report of The Free Library of Philadelphia for the fiscal year ending June 30, 1974.

Date of founding:	February 18, 1891
Name of Director:	Keith Doms
Date of appointment:	September 1, 1969
Appointing authority:	Board of Trustees
Governmental unit of support and service:	City-County (Co-terminous)

Population:

1,950,098 – (1970 census) City
600,035 – District*
2,550,133 – Total

Area legally entitled to service:

129.7 sq. miles – City
184.0 " " – District
313.7 " " – Total

No. of hours Central Library is open per week for circulation, reading and study:
66 winter; 62 summer

No. of days open during year:	329 days
No. of days open per week:	7 winter; 6 summer
Period of loan:	21 days

* Service to Delaware County under Pennsylvania Pamphlet Law #324, *The Library Code.*

Book Stock

	1973/74	1972/73
Number of volumes added during year:		
Adult	102,726	88,258
Juvenile	65,518	70,707
Total	168,244	158,965
Number of volumes withdrawn during year:		
Adult	69,315	58,941
Juvenile	47,044	41,836
Total	116,359	100,777
Number of volumes at end of year:		
Adult	1,941,242	1,907,831
Juvenile	851,164	832,690
Total	2,792,406	2,740,521

Miscellaneous Stock

	1973/74	1972/73
Number added during year:		
Photos, pictures, prints	39,874	20,843
Maps	3,844	793
Sound recordings (discs)	1,729	2,584
Manuscripts	33	19
Unbound documents	38,136	42,534
Pamphlets	115,947	90,504
Tape recordings	1,753	3,374
Microcards & Microprints	52,955	12,884
Educational film reels	120	282
Microfilm reels	4,867	11,963
Microfiche	7,037	30,527
Talking book containers	19,758	11,532
Slides	–0–	–0–
Number withdrawn during year:		
Photos, pictures, prints	700	825
Maps	311	115
Sound recordings (discs)	1,215	386
Manuscripts	–0–	–0–
Unbound documents	23,708	9,110
Pamphlets	57,895	101,741
Tape recordings	58	116
Microcards & Microprints	–0–	–0–

Educational film reels	79	702
Microfilm reels	–0–	21
Microfiche	–0–	–0–
Talking book containers	3,855	1,497
Slides	–0–	–0–
Total at end of year:		
Photos, pictures, prints	1,090,086	1,050,912
Maps	128,259	127,726
Sound recordings (discs)	48,158	47,644
Manuscripts	16,731	16,698
Unbound documents	1,362,348	1,347,920
Pamphlets	782,319	724,267
Tape recordings	24,504	22,809
Microcards & Microprints	375,281	322,326
Educational film reels	1,508	1,467
Microfilm reels	38,946	34,079
Microfiche	50,158	43,121
Talking book containers	137,232	121,329
Slides	1,780	1,780
Periodical titles currently received:	3,817	3,701
Newspaper titles currently received:	141	151

Circulation and Use

	1973/74	1972/73
No. of reference aid transactions:	754,473	719,099
No. of volumes lent for home use:		
Adult	3,530,940	3,599,488
Juvenile	1,539,134	1,811,330
Total	5,070,074	5,410,818
Per capita circulation:	2.599	2.774
No. of interlibrary loans:		
Volumes lent	11,166	10,474
Volumes borrowed	255	278

Registration

	1973/74	1972/73
Total number of registered borrowers:		
Adult	362,830	370,259
Juvenile	188,140	193,872
Total	550,970	564,131
Percentage of population registered:	28.3%	28.9%
Borrowers registered during year:		
Adult	118,689	121,749
Juvenile	60,222	63,443
Total	178,911	185,192

Annual fee charged to non-residents: $3.00

Length of registration period: 3 years

Agencies

	1973/74	1972/73
Central Library	1	1
Branches and sub-branches:		
In library buildings	43	43
Rented	2	2
Other:		
Library for the Blind and Physically Handicapped	1	1
Mercantile Library	1	1
Northeast Regional Library	1	1
Regional Film Center	*	1
Stations:		
In schools	49	37
Institutions	92	92
Community	67	66
Other	151	121
Sub-total, Stations	(359)	(316)
Total agencies	409	366
Bookmobiles	2	2
Number of stops	33	37
Average number of days between visits	7	7

*Moved to Central Library December 31, 1973.

Personnel

	1973/74	1972/73
Professional	252**	295
Non-professional	422**	518
Maintenance	125**	148
Total number of authorized positions		961
Total number of positions filled	799	808

**These figures represent persons working for the Library as of June 30, 1974. The various adjustments in the number of authorized positions precludes the possibility of giving an accurate figure for authorized positions in the various categories.

FINANCE

Operating Budget
(From all sources)

	1973/74	1972/73
Expenditures:		
Salaries	$ 8,776,379[2]	$ 8,394,925[1]
Books, periodicals, audiovisual materials	1,240,488	1,790,953
All other operating expenses	1,049,548	1,003,150
Sub-total	11,066,415	11,189,028
Est. expenditures by other City Departments:		
Federal Insurance Contribution Act	451,735	383,191
Pension	997,925	700,051
Hospitalization	257,915	210,250
Group Life Insurance	38,909	31,422
Electricity	246,950	205,791
Gas	52,370	43,643
Purchased steam and air conditioning	38,550	32,126
Rent	33,502	33,502
Telephone	58,643	53,312
Water	25,825	21,519
Sub-total	2,202,324	1,714,807
Total	$13,268,739	$12,903,835
Distribution according to source:		
From City funds	$10,687,709[2]	$ 9,922,336[1]
From State funds		
Local	922,797	992,374
District	666,397	912,700
Resource	129,992	102,997
Library for the Blind and Physically Handicapped	458,445	415,158
Regional Film Center	29,075	191,691
Community Information Center	49,938	50,149
Free Wheeler	*	76,152
From Trust funds	324,386[3]	240,278
Total	$13,268,739	$12,903,835
Per capita expenditures excluding State District**, State Resource, Library for the Blind and Physically Handicapped and Regional Film Center	$6.38	$5.74

1 Includes Emergency Employment Act Funds $326,839
2 Includes Emergency Employment Act Funds $145,664
3 Includes Federal Funds $ 53,113

* Program transferred to City Funds in FY 1974

** Exclusion for State District is only that amount received for Delaware County

CAPITAL PROGRAM SCHEDULE 1975–1980

As Approved by City Council

Project	Appropriated to Date	1975	1976	1977	1978	1979	1980	Total 1975-80
Northwest Regional	$ 202,398	$	$1,412,000(b)	$	$	$	$	$ 1,614,398
Rehabilitation of existing branches	54,628	125,000(r)	125,000(r)	125,000(r)	125,000(r)	125,000(r)	125,000(r)	804,628
Central Library modernization projects	579,518	383,000(r)	749,000(r)					1,711,518
Air conditioning-branches	443,522	75,000		180,000		180,000	180,000	1,058,522
Eastwick Branch		79,000(s&p)	548,000(b)					627,000
Land acquisition-Central Library	60,000			70,000(s)				130,000
Haverford Avenue Branch	22,000	573,000(p&b)						595,000
Whitman Branch	49,438		574,000(b)					623,438
Mantua Neighborhood Library		75,000(s)	24,000(p)	276,000(b)				375,000
Ogontz Avenue Branch		141,000(s&p)		477,000(b)				618,000
Adams Avenue Branch		40,000(s)	50,000(p)	550,000(b)				640,000
West Philadelphia Regional Library	1,402,771	53,000(f)						1,455,771
McPherson Square Branch	28,517	280,000(r)						308,517
Widener Branch	22,448	252,000(r)						274,448
Total	$2,865,240	$2,076,000	$3,482,000	$1,678,000	$125,000	$305,000	$305,000	$10,836,240

(s) site
(b) building
(p) planning
(r) rehabilitation
(f) furnishings

FISCAL YEAR 1975

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ANNUAL REPORT

JULY 1, 1974 JUNE 30, 1975

THE FREE LIBRARY OF PHILADELPHIA

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Keith Doms

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

AN SQUARE, NINETEENTH AND VINE STREETS

IR006537

THE FREE LIBRARY OF PHILADELPHIA

ANNUAL REPORT – Fiscal Year 1975
July 1, 1974 – June 30, 1975

TABLE OF CONTENTS

	Page
Letter of Transmittal	v
Board of Trustees	vi
Board of Directors	vii
Administrative Staff	viii
Director's Report	ix
Introduction	1
Personnel	1
Public Services	
Central Public Services Division	2
Extension Division	2
Work with Adults and Young Adults	3
Work with Children	4
Library for the Blind and Physically Handicapped	4
District Library Center	5
Internal Operations	
Processing Division	5
Public Relations	6
Administrative Services	6
Statistical Report	8

THE FREE LIBRARY OF PHILADELPHIA

LOGAN SQUARE, PHILADELPHIA, PA. 19103

The Honorable Frank L. Rizzo
Mayor of the City of Philadelphia
Room 215, City Hall
Philadelphia, Pennsylvania 19107

My dear Mr. Mayor:

It is my privilege to hand you with this letter the report of The Free Library of Philadelphia for the fiscal year ended June 30, 1975. I recommend it to your attention.

The year generally was a relatively good one for the Free Library, since the additional funds appropriated over and above the usual mandated increases permitted the reinstatement of a number of badly-needed positions, previously deleted. Moreover, Sunday service at our two main agencies was fully restored; the appropriation for books and other library materials was substantially increased; and the highly popular Film Center was funded.

I am happy to report that these funds were put to good use and that there was a substantial increase in the number of books borrowed from the Library.

Two developments of note during the year were the opening of the Andorra Branch Library (the 46th existing branch in the system) and the installation of the New York Times Information Bank, a computerized service, in the Central Library's new Computer Based Information Center. This service has been of great value to library users and of course a time-saver of importance both to them and our hard-pressed staff.

The Director of the Library and his assistants have continued to do a faithful, expert and imaginative job with the limited resources at hand.

Finally, I again invite your cooperation in securing State funds for the construction of a major annex to the Central Library. The schematic plans for such an annex have been prepared. If implemented, they would provide an addition to house the ever-increasing flow of new materials; to afford better reading and research space for our users; and to permit the concentration of a number of Library operations now necessarily located in other quarters.

It is frankly unrealistic to expect a building of this magnitude to be funded solely or even in large part through the City's Capital Improvement Program; and the City should not equitably be asked to do so, since the Free Library is not merely a local agency, but a District and a Regional Resource Library, serving patrons both in surrounding counties and indeed in neighboring states. The State has funded the construction of other educational buildings, and there would appear to be sound reasons for its doing so in this instance; but obviously the project must be included in the City's legislative program, and enjoy the support of yourself and your staff. I hope this can be put on your agenda for early action.

Respectfully yours,

James A. Montgomery Jr.

James Alan Montgomery, Jr.
President

BOARD OF TRUSTEES

THE FREE LIBRARY OF PHILADELPHIA

1974–1975

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . William W. Bodine, Jr.
Second Vice President . . . . . William H. Hastie
Secretary . . . . . Mrs. Salivia T. Sharpe
Treasurer . . . . . John A. Philbrick, III

Trustees

Seymour Adelman
Abe Belsky
William W. Bodine, Jr.
Mrs. James Bond
Joseph Brandschain
Rt. Rev. Msgr. Vincent L. Burns
Robert W. Crawford*
Armand Della Porta
F. Eugene Dixon, Jr.[1]
Mrs. Clarence Farmer
Millard E. Gladfelter
Mrs. Robert McCay Green
Mrs. Raymond S. Green
William H. Hastie
Joseph W. Lippincott, Jr.
William F. Machold
Rev. Demetrius Mamalis
Frank C.P. McGlinn
James Alan Montgomery, Jr.
David W. O'Brien[2]
John A. Philbrick, III
Jerome J. Shestack
Wendell W. Young, III

Trustees Emeritus

Francis Heed Adler
John B. Gest[3]
Lessing J. Rosenwald

[1] Appointed October 23, 1974
[2] Appointed April 17, 1975
[3] Deceased October 28, 1974
* Ex-Officio Member

100

BOARD OF DIRECTORS

THE FREE LIBRARY OF PHILADELPHIA

1974–1975

The Free Library of Philadelphia was incorporated in 1891, upon the initiative of Dr. William Pepper, through a bequest in excess of one quarter of one million dollars from George S. Pepper. The Board of Directors is self-perpetuating and the members, except those ex-officio serve for three years. The Corporation owns special collections of books and manuscripts and certain endowment funds.

A Board of Trustees was created by ordinance of City Council in 1894, enabling the library system to receive appropriations from the City of Philadelphia for establishing and maintaining a free library. The Board of Trustees, under management contract, oversees the operating affairs of the corporation.

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . William W. Bodine, Jr.
Second Vice President . . . . . William H. Hastie
Secretary . . . . . Mrs. Salivia T. Sharpe
Treasurer . . . . . John A. Philbrick, III

Directors
(elected for three years)

Seymour Adelman
Abe Belsky
William W. Bodine, Jr.
Joseph Brandschain
Rt. Rev. Msgr. Vincent L. Burns
Armand Della Porta
Millard E. Gladfelter
Mrs. Robert McCay Green
William H. Hastie
Joseph W. Lippincott, Jr.
William F. Machold
Frank C.P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick, III

Ex-Officio Members

Frank L. Rizzo, Mayor
George X. Schwartz, President, City Council
Arthur Thomas, President, Board of Education

101

ADMINISTRATIVE STAFF

THE FREE LIBRARY OF PHILADELPHIA

1974–1975

Keith Doms	Director
Donald H. Hunt	Deputy Director
Marie A. Davis	Associate Director
Mrs. Carolyn W. Field	Coordinator, Office of Work with Children
Mrs. Peggy Glover	Coordinator, Office of Work with Adults and Young Adults
Herman Greenberg	Personnel Officer
Frances Hinton*	Chief, Processing Division
Mrs. Ilse Hontz	Coordinator, District Services
Henry M. Kapenstein	Chief, Central Public Services Division
Thomas W. McConkey	Chief, Administrative Services Division
Grace E. Perkinson	Public Relations Officer
J. Randall Rosensteel	Administrative Assistant to the Director
Mrs. Salivia T. Sharpe	Administrative Secretary
Alan W. Thomas	Chief, Extension Division

* Appointed June 9, 1975

102

THE FREE LIBRARY OF PHILADELPHIA

FISCAL 1975 ANNUAL REPORT
July 1, 1974–June 30, 1975

TO THE BOARD OF TRUSTEES:

A decade ago, it was observed in the Annual Report that, "The future is also going to bring to the public library the advantages of automation and the computer and we hope we will be smart enough to know when these marvelous inventions are applicable to our work and when not."

The fiscal year covered in this report was noteworthy for imaginative and sound planning resulting in the installation of computer terminals which greatly enhanced information, bibliographic, and cataloging services. After ample testing, it is now clear that current developments in the field of information storage and retrieval will have an even greater impact on library services than was anticipated ten years ago. Looking ahead, plans must be made and funds provided to further improve library service through application of aspects of computer technology and automation to acquisition of print and non-print media purchased by The Free Library of Philadelphia.

Many accomplishments were realized during the past fiscal year, but perhaps the most important was the substantial increase recorded in use of the library system and its resources, despite continuing loss of population from the City. People were motivated by a variety of factors which included self-improvement, continuing education and open university programs, a wider range of information and resource materials, together with attractive activities and programs for all age levels. Further, as a result of the recession, many rediscovered reading as a pleasurable and profitable form of recreation. At the end of the year, there were 544,677 registered users who borrowed a total of 5,397,216 books and other items.

The 1974-75 fiscal year also heralded the Free Library's first large scale, system-wide integration of non-print materials into the basic collection development policies of the Library. Non-print media such as films, cassettes, and phonograph records have become indispensable information and learning resources for which there is great demand by both groups and individuals.

The new Andorra Branch Library was opened in a prime shopping center location on March 31st. A part of its success can be attributed to the large collection of phonograph records and filmstrips included as a part of its basic materials stock.

Considerable staff effort went into planning relevant services, reading lists, and program events in anticipation of the Bicentennial celebration. In this connection, the first phase of a comprehensive program for rehabilitation of the Central Library building was accomplished. This included painting of areas that had not been redecorated in more than twenty years, full renovation of the Lecture Hall, two new self-service public elevators, and a limited amount of new furniture. Future work will include cleaning of the building and air-conditioning of selected areas of the building.

During the year, the Library benefited in many ways from the support of the rapidly growing Friends of the Free Library organization. Their active interest is a source of continuing encouragement to both the governance and administration of the Library.

Also, I wish to commend, with deep appreciation, the entire staff for their loyalty and commitment to the Free Library and the people of Philadelphia. Service given well beyond the call of duty is not uncommon.

In addition to the fine support given by others, the interest, counsel, and cooperation provided by the Board of Trustees is of inestimable value.

Keith Doms

Keith Doms
Director

INTRODUCTION

Fiscal 1975 brought the Free Library its most prosperous year since the mid-1960's. The year, as it shaped and developed, was in sharp contrast with the gloomy forecast which preceded it. Whereas the budget recommended by the City Administration would have included an increase over the preceding year of more than $400,000, the entire increase was confined to wage adjustment, inflationary costs, and the operation of a new branch library. The actual effect of this budget recommendation would have been to decrease an already decimated staff by an additional 22 employees.

By action of City Council, however, the recommended budget was increased by an additional $1,063,000. With the Mayor's approval, this increase provided a major initial thrust in the rejuvenation of the Free Library. The 22 threatened positions were retrieved, and 30 other positions previously deleted were reinstated; Sunday service at the Central and Northeast Regional Libraries was fully restored, from 22 to 38 Sundays; the Film Center was funded; money for books and other library materials was increased by 50%, the first increase since the late 1950's; a new bookmobile was authorized; and funds for library materials were provided for three capital facilities under construction. After several years of job freeze, staff attrition and gradual decline in quality and quantity of public and support service, the benefits of this budgetary increase were immediate and obvious. The effects are dramatically demonstrated throughout this report.

PERSONNEL

Because the Free Library was, as in the past, restrained by the slowness of the civil service process and other routine administrative impediments, the full benefit of the City Council personnel increase was never completely realized. Although all authorized positions were approved to be filled, the examining and hiring process, as well as normal staff turnover, delayed the procedure. Nevertheless, a total of 178 appointments were made and 98 promotions were processed during the year.

The federally-funded Comprehensive Employment and Training Act (CETA) was responsible for 25 of the total appointments. Without this influx of additional staff, many agencies still handicapped by staff shortages would have been unable to continue in operation. Staffing problems were also aggravated by personnel turnover. Even though the turnover rate declined to 10.8 percent (from 15.4 in 1973), thus reflecting the national economy and the lack of job opportunities, many key positions remained vacant and increased the hardship for a severely depleted staff.

A major accomplishment during the year was the implementation of the journeyman concept, which has the effect of eliminating the barrier between Librarian I and Librarian II. Any Librarian I who is qualified by passing a civil service examination is now eligible for promotion to the second level within the position presently occupied. The result was the promotion of all eligible Librarians I and the effect a noticeable boost in the quality of staff morale.

The national economy has had a significant effect on the type of employee hired for clerical and library assistant positions during the year. New appointees are frequently college students or even graduates. Despite the danger of overqualification leading to job

dissatisfaction, these new employees are generally successful in their assignments, and the quality of their work adds to the efficiency of a severely streamlined personnel roster.

PUBLIC SERVICES

CENTRAL PUBLIC SERVICES DIVISION

For the Central Library, the year had an impact which is destined permanently to affect the future of the Free Library and its services. The innovations were legion and were made possible by a combination of state, federal, foundation, and increased city funds.

The New York Times Information Bank was installed in the new Computer Based Information Center of the General Information Department. The success of this new service was evident in its first six months of operation. The currency of its output and its incredible search capabilities save hours of research time in standard indexing and abstracting tools . . . After two years planning and space reallocation, a major bookstacks rehabilitation project was carried on throughout the year. This required the shifting of millions of items on the six floors of bookstacks and in many public departments and had profound ramifications for every area of Central Library operations . . . The first phase of a rehabilitation of the Central Library was accomplished. This included painting of public areas, a completely renovated and newly equipped Lecture Hall, new self-service public elevators, and new furniture . . . Further expansion and increased use of the vast microform collection was a significant development.

A substantial foundation grant provided for the cataloging of acquisitions in the Fleisher Collection of Orchestral Music from 1945 to date. The catalog will be published in 1977 as Volume III of a complete index to the collection . . . A continuing foundation grant to the Theatre Collection provided for the beginning of a Philadelphia Theatre Index as well as the deacidification and preservation of all pre-1850 theatre programs . . . A Regional Foundation Center was established to provide research access to governmental, philanthropic and foundation grants. While it is possible to present only this skeleton of developments at Central, the entire package had a rejuvenative effect on staff morale, as improved public service resulted in increased attendance (up 17%), circulation (up 10%), telephone reference (up 5%), and registration (up 12%).

Most striking among the 1123 items added by purchase or gift to the Rare Book Department during the year was a copy of the Bible printed by Christopher Saur in German at Germantown in 1743. The Free Library acquisition is the copy presented to the King of Sweden. Other notable additions include two manuscripts of articles by Sir Arthur Conan Doyle and first editions of Dickens' *Christmas Carol,* representing the earliest printings in English in Germany, France and the United States.

EXTENSION DIVISION

The year covered by this report may well be the "eye of the hurricane" for the Free Library in the continuing devastation of the national and local economy. The liberalized budget permitted promotions, the filling of vacancies, and welcome restoration of branch

library book allocations. Combined with increased Saturday service (six additional branches were added to the schedule, for a total of 21 out of 46 offering sixth-day service), these benefits induced a significant increase in public use of extension agencies.

Under construction for two years, the Andorra Branch Library finally opened in its shopping center location on March 31st and was instantly successful. The second regional library, in West Philadelphia, under construction since April, 1974, emerged from the ground and was walled and roofed by fiscal year's end despite a series of labor strikes. A breakthrough in the traditional method of capital funding provided $112,000 for extensive building improvements and new furniture and equipment throughout the branch system. And in spite of the personnel shortages and staff reductions of the past few years, planning for future buildings continues apace. Architectural plans for the Whitman Branch Library and the Northwest Regional Library are complete and the projects ready for bidding; and plans for the Eastwick, Mantua and Haverford Branches are on the drawing boards.

The Free Wheeler, a sidewalk van originally assigned to street corner service in underprivileged neighborhoods, has been subject to a variety of activities and ever-changing objectives. Its current charge is to prepare a service to shut-ins on an experimental basis. Denied a request for a federal LSCA Title I grant to provide library service to individuals of any age who are handicapped or infirm, the Free Library once again dips into its own inadequate resources of personnel and materials to provide a service that is needed and in demand.

WORK WITH ADULTS AND YOUNG ADULTS

The current year was the best of the last five in the improvement of work with adults and teenagers. The greater number of people who used the library were better served because more materials were available, more staff time could be devoted to programming and adult education services, and new services described elsewhere in this report were introduced.

Significant gains were recorded in many areas of collection development. Improved budgets helped to offset inflationary increases. McNaughton rental collections were almost doubled in size. Four major replacement lists were issued, and special allocations were used to improve reference and adult education collections. LSCA grants provided for preservation projects and for bonus purchases of phonorecords, filmstrips and 16mm films and equipment.

In this year of economic recession, patrons streamed into Free Library agencies to attend programs of every format, subject and design. The 1,012 adult programs represented 128 fewer than during the preceding year, but attendance for the current year nevertheless jumped a full 16%. In addition to art shows, lectures, films, book discussions, and music concerts, more and more branch libraries assumed the character of community information centers, as cooperative efforts with the Pennsylvania State University Extension Service and the Social Security and Food and Drug Administrations fed a steady flow of informational flyers, consumer fact sheets and programs to the agencies. Computer sources such as VICS (Vocational Information through Computer Service) passed beyond the experimental stage to become vital reference tools.

A major step forward was made in the preservation of invaluable holdings in special collections. Deacidification was used to restore the Philadelphia atlas collection; highly inflammable nitrate film was copied onto safety film in the Automobile Reference Col-

lection; a third of the sheet music collection was re-stored in specially-constructed protective boxes; rebinding and mending rejuvenated art periodicals, Centennial volumes and Judaica; early theatre posters and prints from the Rosenthal collection were cleaned and mounted; and a large collection of Philadelphia newspapers was transferred to microfilm. While the inroad made into restoration and preservation was significant, it is inconsequential in comparison with the staggering accumulation which results from budgetary neglect of such essential needs over the decades.

WORK WITH CHILDREN

Children's services at the Free Library are guided by a specific and ambitious philosophy: *If at just the right moment we present to the child just the right food for his curiosity and eagerness – folklore, fairy tale and fable, song, science, adventure, handicrafts and games – each when the appropriate faculty is unfolding, then we can keep him curious and eager throughout his childhood.*

That this philosophy works can be seen in the year's statistics. In spite of several years' steady decrease in the Philadelphia birthrate and a decrease in public elementary schools from 257 to 239, circulation of children's books increased by 81,000 and children's registration by 333 this year alone. More than 184,000 children, or 61% of Philadelphia's juvenile population, hold borrowers' cards. Book Concerts (ballet, folksingers, drama, music, magic, puppets) attracted 6,225 children to the Central Library on Sundays, and 4,644 joined the system-wide Vacation Reading Club.

The Office of Work with Children continued its cooperative effort with Temple University and six additional videotapes were added to the collection, "Profiles in Literature." This year's additions include interviews with Elizabeth George Speare, John Rowe Townsend, Tana Hoban, and Margaret McElderry among others. The Office was again the recipient of many gifts which enhanced the various special children's collections. These include original illustrations from children's books by Barbara Cooney, Fritz Eichenberg, Jean George, and others; the original manuscript and illustrations for Carolyn Haywood's *A Merry Christmas for Betsy* (The Free Library is the depository for Miss Haywood's works); and a substantial gift of autographed books, pamphlets, letters, and original illustrations from former Free Library Director Emerson Greenaway

LIBRARY FOR THE BLIND AND PHYSICALLY HANDICAPPED

The Library for the Blind and Physically Handicapped (LBPH) recorded another successful year in all categories: circulation, registration, displays and exhibits, meetings, special events. Last year's move to a prominent Center City location in the Nevil Building not only significantly increased walk-in patronage but placed the Library physically in a building which also houses such other agencies as the Volunteer Services for the Blind; the Radio Information Center for the Blind; the Nevil Referral Service; the Diabetic Association; and Wheels, Incorporated. All are social service agencies which benefit the blind and physically handicapped in Pennsylvania.

With the Head of the Library for the Blind serving also as head of the Radio Information Center, cooperation between the two services is at a maximum. With more than 1200 listeners, equipped with special radio receiving sets, within the first year of operation, sufficient experience has been acquired to assure that there are many complementary

benefits for both the Library and the station. With daily broadcasts of newspapers, shopping tips, magazines, books, etc., the Library has found itself gaining in new readers while reducing the number of copies of magazines required to satisfy circulation demand. The radio service similarly benefits from newspaper advertisements and other promotion devices sponsored by the Library.

Of the several major programs sponsored by the Library during the year, a two-month exhibit of blind art, entitled "SENSational," was a highlight. Representing 35 blind artists, the exhibit drew thousands of people to the Library, and many pieces of sculpture were sold.

The Pennsylvania State Library has administered several LSCA grants which have greatly benefitted services to the blind. These included funding for an out-WATS telephone line and part-time assistance for the purpose of contacting readers to verify quality of services and to identify problems; for a sound sheet describing LBPH services to be sent to every blind and handicapped reader in the Commonwealth; for a project to shift, weed, inventory, and identify incomplete sets of Braille titles in order to produce a book catalog; for a statewide brochure on LBPH services; and for purchase of a large collection of records in foreign languages for older readers who have never learned English. For the coming year, the Library anticipates a grant which will permit computerization of circulation services and an even greater increase in circulation.

DISTRICT LIBRARY CENTER

The District Library Center staff, supported by State funds for the purpose of bringing improved library service to adjacent Delaware County, has worked closely with the 25 autonomous public libraries, not only to develop local library services but also to establish cooperation toward the goal of a county library system. The efforts of the Center, in cooperation with local librarians, trustees and citizens, maintain a comprehensive citizens' education program to emphasize adequate funding for libraries along with other vital community agencies. The battle has long been uphill; however, there has been library growth, and with the present unified purpose of the groups involved, there is hope for ultimately achieving the goal.

INTERNAL OPERATIONS

PROCESSING DIVISION

In the Processing Division, the Acquisitions Department spent a total of $1,791,469, the largest annual amount in the history of the Free Library. The Catalog Department processed 10,000 more volumes than during the preceding year, including a heavy influx of audiovisual materials, which require triple the amount of cataloging time as an equivalent number of book titles. The newly appointed Bindery supervisor inaugurated production methods which doubled previous output. By year's end, 6,000 volumes of serials had been bound, and for virtually every title, the most recently completed volume stood bound on the shelves. These accomplishments were achieved during a year when the position of division chief was vacant.

After a year and a half of recruitment and civil service examinations, the position of chief of processing was filled by promotion of Miss Frances Hinton, Head of the Free Library Catalog Department. This in turn vacated a vital position which will not easily be filled.

In June, 1975, the Free Library computer terminal to the Ohio College Library Center data base became operative. Whereas one month's experience is inadequate to determine effectiveness, the new technology is expected to offer a real time benefit to the clerical operations of searching for the bibliographic data to be used by catalogers and in the production of catalog cards. It is questionable to date whether the new system will have a measurable effect on the professional aspects of cataloging. The Free Library intends to maintain the integrity of its existing collections, and the intellectual process of determining choice and form of entry continues to be time-consuming.

PUBLIC RELATIONS

The Public Relations Department invisibly undergirds the activities and programs of the Free Library and through promotion and publicity regularly conveys to the public the image of an institution anxious to serve with integrity and vitality.

Itself the benefactor of the year's improved funding, the department increased its staff by filling a longtime vacancy for the position of information officer with television/radio expertise. As a result, carefully planned packages of public service announcements were released on a regular schedule, and the yield was hundreds of on-air messages carrying the Free Library story. These were in addition to 29 radio/TV interviews and personal appearances by staff members and 18 library stories on media news programs.

This audiovisual promotion was enhanced by 98 news releases issued to the press with follow-up contacts which produced 2500 news clippings. Although a complete media tally is not possible, it is known that the Library was brought to the attention of mass audiences through media and major press on more than 300 days during the year. One million printed pieces, representing 134 separate graphics projects in the form of posters, flyers, brochures, and booklists, served to support the Library's programs and to interpret its services. And the department staff planned and mounted eight major exhibits in the Central Library lobby and gallery to highlight the richness of its many collections.

ADMINISTRATIVE SERVICES DIVISION

The Free Library achieved a major breakthrough in Capital Budget programming with the acceptance by the City Planning Commission and City Council of the request to use Capital funds for the initial bookstock and other library materials for branch libraries under construction or in the planning stage. An amount of $1,500,000 was appropriated for this purpose. Although less than the amount requested, the action did establish the concept of including basic materials collections as capital investment.

The Accounting Department was justifiably nominated for the City's Distinguished Unit award. While sharing the reduced staff prevalent throughout the system, it still managed to keep abreast of the workload required in processing expenditures of approximately $14,000,000, preparing and administering the Library's capital and operating budgets, maintaining a complex payroll for approximately 840 employees, and keeping appropriate records of the Library's trust funds.

The staff of custodial and domestic workers in the Buildings Department was severely depleted at the beginning of the fiscal year. By late fall, however, the federal CETA program proved a greater benefit to this department than to any other. An additional benefit was the budget authorization of a graffiti crew. With the aid of a van and steam jenny, this crew has been effective in removing spray paint defacement where vandals strike in this manner. In a city which is known as the graffiti capital, the fifty buildings which comprise the Free Library are kept remarkably free of such "artistry."

STATISTICAL REPORT

1974–1975

General Information

Report of The Free Library of Philadelphia for the fiscal year ending June 30, 1975.

Date of Founding: February 18, 1891

Name of Director: Keith Doms

Date of appointment: September 1, 1969

Appointing authority: Board of Trustees

Governmental unit of support and service: City-County (Co-terminous)

Population:
1,950,098 – (1970 census) City
600,035 – District*
2,550,133 – Total

Area legally entitled to service:
129.7 sq. miles – City
184.0 " " – District
313.7 " " – Total

No. of hours Central Library is open per week for circulation, reading and study:
69 winter; 65 summer

No. of days open during year: 338 days

No. of days open per week: 7 winter; 6 summer

Period of loan: 21 days

* Service to Delaware County under Pennsylvania Pamphlet Law #324, *The Library Code.*

BOOK STOCK

	1974/75	1973/74
Number of volumes added during year:		
Adult	116,940	102,726
Juvenile	62,878	65,518
Total	179,818	168,244
Number of volumes witndrawn during year:		
Adult	78,726	69,315
Juvenile	53,046	47,044
Total	131,772	116,359
Number of volumes at end of year:		
Adult	1,979,456	1,941,242
Juvenile	860,996	851,164
Total	2,840,452	2,792,406

Miscellaneous Stock

	1974/75	1973/74
Number added during year:		
Photos, pictures, prints	29,969	39,874
Maps	21,168	3,844
Sound recordings (discs)	4,815	1,729
Manuscripts	82	33
Unbound documents	30,653	38,136
Pamphlets	117,489	115,947
Tape recordings	3,283	1,753
Microcards & Microprints	25,564	52,955
Educational film reels	173	120
Microfilm reels	5,264	4,867
Microfiche	26,267	7,037
Talking book containers	20,734	19,758
Slides	–0–	–0–
Number withdrawn during year:		
Photos, pictures, prints	3,960	700
Maps	13,076	311
Sound recordings (discs)	421	1,215
Manuscripts	–0–	–0–
Unbound documents	49,946	23,708
Pamphlets	75,587	57,895
Tape recordings	71	58

Microcards & Microprints	26	–0–
Educational film reels	29	79
Microfilm reels	5	–0–
Microfiche	–0–	–0–
Talking book containers	1,371	3,855
Slides	–0–	–0–
Total at end of year:		
Photos, pictures, prints	1,116,095	1,090,086
Maps	136,351	128,259
Sound recordings (discs)	52,552	48,158
Manuscripts	16,813	16,731
Unbound documents	1,343,055	1,362,348
Pamphlets	824,221	782,319
Tape recordings	27,716	24,504
Microcards & Microprints	400,819	375,281
Educational film reels	1,652	1,508
Microfilm reels	44,205	38,946
Microfiche	76,425	50,158
Talking book containers	156,595	137,232
Slides	1,780	1,780
Periodical titles currently received:	4,110	3,817
Newspaper titles currently received:	136	141

Circulation and Use

	1974/75	1973/74
No. of reference aid transactions:	755,875	754,473
No. of volumes lent for home use:		
Adult	3,777,995	3,530,940
Juvenile	1,619,222	1,539,134
Total	5,397,217	5,070,074
Per capita circulation:	2.767	2.599
No. of interlibrary loans:		
Volumes lent	9,646	11,166
Volumes borrowed	343	255

Registration

	1974/75	1973/74
Total number of registered borrowers:		
Adult	363,184	362,830
Juvenile	178,799	188,140
Total	541,983	550,970
Percentage of population registered:	27.7%	28.3%
Borrowers registered during year:		
Adult	130,019	118,689
Juvenile	60,555	60,222
Total	190,574	178,911
Annual fee to non-residents:	$3.00	
Length of registration:	3 years	

Agencies

	1974/75	1973/74
Central Library	1	1
Branches and sub-branches		
In library buildings	44	43
Rented	2	2
Other		
Library for the Blind and Physically Handicapped	1	1
Mercantile Library	1	1
Northeast Regional Library	1	1
Stations:		
In schools	46	49
Institutions	107	92
Community	69	67
Other	211	151
Sub-total, Stations	433	359
Total agencies	483	409
Bookmobiles	2	2
Number of stops	33	33
Average number of days between visits	7	7

Personnel

	1974/75	1973/74
Professional	244	252*
Non-professional	502	422*
Maintenance	150	125*
Total number of authorized positions	896	–
Total number of positions filled	888**	799

* These figures represent persons working for the Library as of June 30, 1974.

** Includes 37 CETA and PEP employees funded by Federal programs.

FINANCE

Operating Budget

(From all sources)

	1974/75	1973/74
Expenditures:		
Salaries	$ 9,429,594[2]	$ 8,776,379[1]
Books, periodicals and audiovisual materials	1,859,512	1,240,488
All other operating expenses	1,329,193	1,049,548
Sub-total	12,618,299	11,066,415
Est. expenditures by other City Departments:		
Federal Insurance Contribution Act	454,707	451,735
Pension	1,082,358	997,925
Hospitalization	307,225	257,915
Group Life Insurance	41,680	38,909
Electricity	271,645	246,950
Gas	57,610	52,370
Purchased steam and air conditioning	42,400	38,550
Rent	36,850	33,502
Telephone	64,500	58,643
Water	28,410	25,825
Sub-total	2,387,385	2,202,324
Total	$15,005,684	$13,268,739
Distribution according to source:		
From City funds	$12,154,478[2]	$10,687,709[1]
From State funds		
Local	995,952	922,797
District	768,892	666,397
Resource	107,718	129,992
Library for the Blind and Physically Handicapped	483,795	458,445
Regional Film Center	*	29,075
Community Information Center	**	49,938
Free Wheeler	*	*
From Trust funds	494,849[4]	324,386[3]
Total	$15,005,684	$13,268,739
Per capita expenditures excluding State District***, State Resource, Library for the Blind & Physically Handicapped, and Regional Film Center	$7.32	$6.38

[1] Includes Emergency Employment Act Funds $145,664

[2] Includes Emergency Employment Act Funds 17,137
Includes Comprehensive Employment Training Act Funds 143,915

[3] Includes Federal Funds 53,113

[4] Includes LSCA Title I Funds 227,031

* Programs transferred to City funds in FY 74

** Program transferred to LSCA Title I (Included in 4 above)

*** Exclusion for State District is only that amount received for Delaware County

CAPITAL PROGRAM SCHEDULE 1976–81

As Approved by City Council

Projects	Appropriated to Date	1976	1977	1978	1979	1980	1981	Total 1976-81
Initial materials-new capital facilities	$	$ 600,000	$ 600,000	$ 250,000	$100,000	$	$	$ 1,550,000
Northwest Regional	202,398	1,711,000(b)						1,913,398
Rehabilitation of existing agencies	214,895	141,000(r)	141,000(r)	141,000(r)	141,000(r)	141,000(r)	141,000(r)	1,060,895
Central Library modernization projects	1,079,449	719,000(r)	700,000(r)					2,498,449
Air-conditioning-Branches	518,426	187,000	187,000	187,000				1,079,426
Walt Whitman Branch	49,438	625,000(b)						674,438
Eastwick Branch	44,940	626,000(b)						670,940
Land Acquisition-Central Library	127,031			100,000(s)				227,031
Haverford Avenue Branch		617,000(b)						617,000
Ogontz Branch	42,501	68,000(s)		475,000(b)				585,501
Adams Avenue Branch		40,000(s)	25,000(p)	286,000(b)				351,000
Widener Branch	383,448	119,000(r&f)						502,448
McPherson Square Branch	338,931	30,000(f)						368,931
West Philadelphia Regional	1,307,342	53,000(f)						1,360,342
Total	$4,308,799	$5,536,000	$1,653,000	$1,439,000	$241,000	$141,000	$141,000	$13,459,799

(s) site
(b) building
(p) planning
(r) rehabilitation
(f) furnishings

FISCAL YEAR 1976

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ANNUAL REPORT

JULY 1, 1975 JUNE 30, 1976

THE FREE LIBRARY OF PHILADELPHIA

IR006537

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Keith Doms

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

AN SQUARE, NINETEENTH AND VINE STREETS

THE FREE LIBRARY OF PHILADELPHIA

ANNUAL REPORT – Fiscal Year 1976
July 1, 1975 – June 30, 1976

TABLE OF CONTENTS

	Page
Letter of Transmittal	v
Board of Trustees	vi
Board of Directors	vii
Administrative Staff	viii
Director's Report	ix
Introduction	1
Personnel	1
Public Services	1
Central Public Services Division	1
Extension Division	2
Work with Adults & Young Adults	3
Work with Children	4
Library for the Blind and Physically Handicapped	4
District Library Center	5
Supportive Services	
Processing Division	5
Public Relations	5
Administrative Services	6
Friends of the Free Library of Philadelphia, Inc.	6
Statistical Report	7

THE FREE LIBRARY OF PHILADELPHIA

LOGAN SQUARE, PHILADELPHIA, PA. 19103

The Honorable Frank L. Rizzo
Mayor of the City of Philadelphia
Room 215, City Hall
Philadelphia, Pa. 19107

My dear Mr. Mayor:

Again, I have the privilege of handing you with this letter the report of The Free Library of Philadelphia for the fiscal year ended June 30, 1976.

It is unnecessary to tell you of the problems resulting from the job freeze and its inevitable effect on Library operations. Despite this, it is most encouraging to note, there was a definite increase in the number of volumes circulated and of reference questions answered during the year. The total number of registered borrowers also rose appreciably. The statistics are not only an index of public acceptance but also a real tribute to a hard-pressed staff.

I have been impressed with the results of the Adult Learning Program, a major program in the field of adult education, which was inaugurated during this year, and which I hope can be financed for an indefinite period.

One great loss which the Free Library sustained in April 1976 was in the unexpected death of William H. Hastie. Judge Hastie was a great judge, a fine citizen, and a champion of human rights in the best sense of that term. It was fortunate that in his busy career he found the time to serve as a trustee of the Free Library from his appointment in 1958 until his untimely death. As a Vice-President of the Board of Trustees, as Chairman of the Library Committee and a faithful member of the Executive Committee he made an invaluable contribution and added much to the standing of the Board.

While we will miss Judge Hastie, I should not close this letter without paying my respects to the members of the Board of Trustees generally. Coming from a diversity of businesses and professions, they all have the interests of the Library at heart. It has been a source of much satisfaction to know them and work with them, and they have immeasurably eased my duties and added to my pleasure as their presiding officer.

Respectfully yours,

James A. Montgomery Jr.

James Alan Montgomery, Jr.
President

BOARD OF TRUSTEES

THE FREE LIBRARY OF PHILADELPHIA

1975–1976

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . William W. Bodine, Jr.
Second Vice President . . . . . William H. Hastie[1]
Secretary . . . . . Salivia T. Sharpe
Treasurer . . . . . John A. Philbrick, III
Assistant Treasurer . . . . . Keith Doms

Trustees

Seymour Adelman
Abe Belsky
William W. Bodine, Jr.
Mary Wickham Bond[2]
Joseph Brandschain
Msgr. Vincent L. Burns
Armand Della Porta
F. Eugene Dixon, Jr.
Marjorie N. Farmer
Millard E. Gladfelter
Eleanore R. Green
Rose Basile Green
William H. Hastie[1]
Joseph W. Lippincott, Jr.
William F. Machold
Rev. Demetrius Mamalis
Frank C. P. McGlinn
James Alan Montgomery, Jr.
David W. O'Brien
John A. Philbrick, III
Jerome J. Shestack
Wendell W. Young, III

Trustees Emeritus

Francis Heed Adler
Lessing J. Rosenwald

Ex-Officio Member

Robert W. Crawford, Recreation Commissioner

[1] Deceased April 14, 1976
[2] Resigned June 17, 1976 and made Trustee Emeritus

BOARD OF DIRECTORS

THE FREE LIBRARY OF PHILADELPHIA

1975 – 1976

The Free Library of Philadelphia was incorporated in 1891, upon the initiative of Dr. William Pepper, through a bequest in excess of one quarter of one million dollars from George S. Pepper. The Board of Directors is self-perpetuating and the members, except those ex-officio, serve for three years. The Corporation owns special collections of books and manuscripts and certain endowment funds.

A Board of Trustees was created by ordinance of City Council in 1894, enabling the library system to receive appropriations from the City of Philadelphia for establishing and maintaining a free library. The Board of Trustees, under management contract, oversees the operating affairs of the corporation.

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . William W. Bodine, Jr.
Second Vice President . . . . . William H. Hastie[1]
Secretary . . . . . Salivia T. Sharpe
Treasurer . . . . . John A. Philbrick, III
Assistant Treasurer . . . . . Keith Doms

Directors
(elected for three years)

Seymour Adelman
Abe Belsky
William W. Bodine, Jr.
Joseph Brandschain
Msgr. Vincent L. Burns
Armand Della Porta
Millard E. Gladfelter
Rose Basile Green[2]
Eleanore R. Green
William H. Hastie[1]
Joseph W. Lippincott, Jr.
William F. Machold
Frank C. P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick, III

Ex-Officio Members

Frank L. Rizzo, Mayor
George X. Schwartz, President, City Council
Arthur W. Thomas, President, Board of Education

[1] Deceased April 14, 1976
[2] Elected June 14, 1976 to fill unexpired term of William H. Hastie

ADMINISTRATIVE STAFF

THE FREE LIBRARY OF PHILADELPHIA

1975 – 1976

Keith Doms . . . . . Director

Donald H. Hunt . . . . . Deputy Director

Marie A. Davis . . . . . Associate Director

Mrs. Carolyn W. Field. . . . . Coordinator, Office of Work with Children

Mrs. Peggy Glover . . . . . Coordinator, Office of Work with Adults and Young Adults

Herman Greenberg. . . . . Personnel Officer

Frances Hinton . . . . . Chief, Processing Division

Mrs. Ilse Hontz . . . . . Coordinator, District Services

Henry M. Kapenstein . . . . . Chief, Central Public Services Division

Thomas W. McConkey . . . . . Chief, Administrative Services Division

Grace E. Perkinson . . . . . Public Relations Director

J. Randall Rosensteel . . . . . Administrative Assistant to the Director

Mrs. Salivia T. Sharpe. . . . . Administrative Secretary

Alan W. Thomas . . . . . Chief, Extension Division

THE FREE LIBRARY OF PHILADELPHIA

FISCAL 1976 ANNUAL REPORT
July 1, 1975 – June 30, 1976

TO THE BOARD OF TRUSTEES:

As this report indicates, maintaining viable public library and information services throughout the City during a period of scarcity of public funds constituted an overriding, on-going concern and challenge for the administration and the entire staff of The Free Library.

Interestingly, and perhaps significantly, the trend toward increased use of the library and its resources continued despite loss of population from the City. More books were lent for home reading, there was an increased demand for reference and information services and materials, and cultural and educational programs were more heavily attended than ever. Although unemployment, self-improvement objectives, and greater motivation on the part of students of all ages contributed to increased usage, probably of greatest current importance is the fact that more and more people have pressing needs for readily accessible, reliable information in a world which is complex and information-saturated.

The utility of libraries is rooted firmly in the quality, scope and diversity of their collections. In this connection, The Free Library made limited progress in expanding its non-print materials to be more responsive to the needs of multi-media oriented users. Young people, especially, now take for granted that their public library system will provide a rich variety of audio-visual and computer-based learning and informational materials. However, such materials and services are not inexpensive; therefore, it may be a decade before The Free Library's non-book collections are adequate. For example, the 16mm. film collection is one-quarter the size of the minimum standard for large public libraries.

The Computer Age continues to impact both public and internal services of libraries. Computer terminals connected to the New York Times Information Bank, Vocational Information Through Computer Systems, and the Ohio College Library Center have expanded information sources and bibliographic data significantly. In the near future, a grant will be sought from the Library Services and Construction Act to demonstrate the utility of additional computer based information services, including the Lockheed and Systems Development Corporation systems. Also computerized acquisitions and circulation control feasibility studies were contemplated.

The Free Library participated as fully as possible in the Bicentennial celebration and emphasized the basic principle of the public library – the freedom to choose. Appropriate programs and reading lists were provided for all ages and extensive reference data and related services were made available to Bicentennial planners and the general citizenry by the Library's reference and information specialists. Of widespread interest was a major exhibition, "Two Hundred Years of Publishing in Philadelphia," highlighting publications from the working collections of the Free Library for every year from 1776.

In anticipation of the Bicentennial, renovation of the Central Library included completion of two new meeting rooms, automation of public elevators, air-conditioning of the Lecture Hall, and the relighting and painting of public service departments. In addition, an attractive and comprehensive tour guide to the Central Library was published for the use of Bicentennial visitors.

To maintain acceptable levels of library service in the face of severe fiscal constraints is a constant challenge to the staff and they are to be commended for their loyalty and commitment to The Free Library and the people of Philadelphia.

Also, I wish to acknowledge with deep appreciation the continuing support and encouragement given by the Friends of The Free Library of Philadelphia whose efforts on behalf of the Library are numerous and beneficial.

Finally, the interest, counsel, leadership and cooperation provided by the Board of Trustees is of inestimable value in furthering the goals and objectives of The Free Library, one of the nation's largest and most important public library systems.

Keith Doms

Keith Doms
Director

INTRODUCTION

A year of economic crunch and continued rampant inflation was also a year that included the first half of the nation's Bicentennial celebration in the city of its birth. Increased activity and library use during the year were counteracted by a City job freeze which eliminated staff and reduced services throughout the system. Thus, like its predecessors in the early 1970's, it was a year of ups and downs, of highs and lows. The dichotomies that arose are explicitly detailed throughout this report.

PERSONNEL

Virtually every operation of the Free Library was adversely affected by an increasingly critical staff shortage. The year began with a City-funded staff of 722 full-time equivalent positions, which was reduced by 36 vacancies at year's end. A year-long job freeze imposed by the City affected all sources of funding, including positions supported by state aid, and even promotions were not possible during the period. Prior to the new vacancies, the staff had already been thinned and stretched to the maximum consistent with minimum service.

Except for a complement of CETA employees (in clerical and custodial assignments only) allocated to the Library, many activities would have been more seriously curtailed or brought to a complete halt. As a result of letters sent to library school deans, expressing a need for Spanish-speaking librarians to serve ethnic communities in Philadelphia, several candidates were placed on civil service eligible lists. In spite of their eligibility and availability, their scarce and desirable bilingual talents, none could be employed due to the job freeze.

As part of an effort to establish clear lines of career development, a notable achievement during the year was the creation of three new civil service classes: Branch Librarian, Reference and Information Librarian, and Reference and Information Manager, which had formerly been designated merely as Librarians III and IV. This project, carried out in cooperation with the City Personnel Department, is part of an effort to restructure and clarify the various levels and career patterns of public service librarians.

PUBLIC SERVICES

CENTRAL PUBLIC SERVICES DIVISION

In spite of the multiplicity of personnel problems caused by the year-long job freeze and aggravated by relaxed civil service regulations for maternity leave, the year's statistical pattern for the Central Library was one of increased demand for all types of service. The Bicentennial celebration undoubtedly contributed to the increase; unemployment unquestionably influenced heavier use of the library; and other factors include the growing residential population in the vicinity of the Central Library; greater competition for good school grades; the improvement of library telephone services; and larger quantities of popular reading materials through paperbacks and the revolving rental-book system. Visitors to the building and telephone reference inquiries increased by 12 percent each; professional services and circulation were both up eight percent; and borrower registration was six percent greater than last year.

A major overhaul of the bookstacks, financed by an LSCA grant, encompassed the weeding, shifting, shelflisting, and reorganization of all book and periodical collections. Combined with more effective methods of book delivery and return, the project has introduced welcome efficiency to stack services . . . Other areas of building improvement in preparation for the Bicentennial included completion of painting of all public areas of the interior of the Central Library, relighting of both the interior and exterior, and cleaning and bird-proofing the entire exterior. Emphasis was upon restoration of the historically significant building to its original splendid appearance.

The Films Department acquired a matching grant from the National Endowment for the Arts to issue an impressive new catalog for public use, and increased film circulation by 27 percent over last year . . . The staff of the Fleisher Collection, in addition to such creative achievements as sponsoring Bernard Morgan's Mummers' Day Suite in a performance by the Philadelphia Orchestra, continued work on a Ford Foundation grant which will result in an updated catalog of the collection of orchestral scores used throughout the world . . . Reorganization and relocation of the General Information Department raised this vital operation to necessary standards for serving the mid-1970's. Its New York Times Information Bank amplified services and reached new clientele in the exciting mode of computerized information . . . A new system of searching was begun in the Interlibrary Loan Department with the acquisition of the Union Library Catalog of Pennsylvania on microfilm. Out-of-state requests for Free Library materials increased 41 percent. And at year's end, a teletype system for the deaf was installed to test new service possibilities . . . The Print and Picture Department significantly increased its circulation to 15,000 items per month during the first half of the Bicentennial year. Department Head Robert Looney completed editing and authoring *Old Philadelphia in Early Photographs,* a Dover spring publication based entirely upon the collection of this department.

In the Rare Book Department, the major project for the year has been preparation of copy and illustrations for publication of a catalog of the Free Library collection of Pennsylvania German Fraktur. Richard Ellis, the distinguished designer, is planning the book and its prospectus. Significant gifts and purchases for the Rare Book collection this year include the original autographed manuscript of Swinburne's poem, *Grace Darling,* an autographed letter and note of George Washington, and a large collection of manuscripts, sheet music and books related to the popular Christmas song, *Rudolph the Red-Nosed Reindeer.*

EXTENSION DIVISION

The job freeze and consequent personnel shortage, which spread tension and anxiety throughout the staff and required regular temporary transfers to cover sudden vacancies, reduced by an additional five the few branches which remain open Saturdays. Six branches were subjected to further cutbacks in winter service hours; by spring it was necessary to implement summer hours a month early in May, and all Friday evening service was eliminated. Nevertheless, the capital budget continued to expand the system physically and to stretch a shrinking staff even tighter.

Construction of the West Philadelphia Regional Library was completed in June; McPherson Square and Widener branches, closed for a year for complete renovation, were reopened; ground was broken for the Whitman Branch in November, and by June the building was virtually complete, breaking all speed records for branch construction. And final plans were completed or well advanced, during the year for the third regional library, the Northwest, and for three new branches – Haverford Avenue, Mantua and

Eastwick. No action was taken on the proposed Ogontz and Adams Avenue Branches, but both remained in the capital budget as future additions. Completion of all buildings in the six-year capital program would bring the count of Extension agencies to three regional libraries and 52 branches.

Shut-in service was introduced this year. Using the former Free Wheeler van, the staff consists of a librarian and an assistant. An analysis of the service to date indicates considerable reader turnover due mainly to recovery or hospitalization; 88 percent of users are adults; nine percent are teenagers and three percent, children; 27 percent are black, and users reside in all sections of the city.

In spite of staff shrinkage, 27 branches increased circulation for a total growth of 2.6 percent throughout the Extension Division. In addition to the irony of increasing use versus decreasing personnel, the staff was also afflicted by increased damage to branch libraries. Some 28 branches suffered vandalism, theft, break-in, or disturbances such as bomb threats and lawn fires; and overdue materials presented more serious problems than in the past. If the tenor of the year was one of discouragement, the division managed to face the new year with a fresh-start attitude.

WORK WITH ADULTS AND YOUNG ADULTS

On the surface, 1976 in the Office of Work with Adults and Young Adults was symbolized by the Bicentennial celebration, with special programs, materials, and exhibits to highlight the festivities. Closer analysis, however, reveals the same deterioration of library services described elsewhere in these pages. The City job freeze effectively reduced staff by attrition, imposing fewer hours of public service. At year's end, young adult librarians served only 13 of 46 branch libraries, directly affecting not only relations with schools but also branch activities for teenagers, adult reference and readers' advisory services, and high school assembly programs.

In computer-based information services the New York Times Information Bank continued to grow, averaging 40 hours of connect time per month. Fees are charged for search time beyond 15 minutes, and about 75% of requests issue from commercial sources. Similarly, use of the VICS program (Vocational Information through Computer Systems) increased 50% over 1975. More than 5000 users placed more than 15,500 requests for printouts from this on-line guidance information retrieval system, which operates on contractual agreement with the School District of Philadelphia. Staff continued to work with the IRAS program until it was terminated in November. The Information Referral and Analysis System, a computerized service installed under contractual arrangements with the local office of the Health and Welfare Council, Inc., never emerged from the initial testing phase. Technical problems were overwhelming, and this latest effort to provide current social service information failed. There is hope, however, of replacing IRAS with CRIS (Community Resource Information Systems) on a cooperative basis. Meanwhile, feasibility studies were completed for future installation of the Lockheed/Dialog and SDC/Orbit systems, which will comprise a future request for an LSCA grant.

The major new adult education program for the year was the Adult Learning Program, financed by a grant from the Library Services and Construction Act. In four branch library Learning Centers, the attempt is to develop a learning model based upon the Library's concept of independent study augmented by individual instruction, with the instructional component contracted to the Philadelphia Adult Basic Education Academy. The Centers will remain open as long as possible after January 1977. In Pennsylvania, the

State Library limits LSCA grants to one year, and the request for second year funding was denied. The future of adult education at the Free Library, however, is extensive and exciting, with current plans setting precedents that could have lasting implications for libraries and higher education throughout the Commonwealth.

WORK WITH CHILDREN

Philadelphia joined the four contiguous counties to celebrate the nation's 200th birthday with *Read! It's Revolutionary,* a Vacation Reading Club project. While slightly fewer Philadelphia children participated this year, in spite of excellent publicity, the number who completed requirements and received certificates increased and those awarded fifth year certificates more than doubled last year's number. The same is true of system wide statistics: fewer children registered as borrowers but read 26,000 more books than last year.

Other noteworthy events of the year include June-through-September twice daily *Storytelling in Logan Square,* on the Parkway in front of the Central Library; the preparation, printing and distribution of 50,000 copies of *Celebration: Philadelphia and Pennsylvania 1776-1976*; and cosponsoring with Drexel University Graduate School of Library Science a seminar, *Biography: Celebrating the Individual.*

One of the highlights of in-service training for children's librarians was the 20th Storytelling Festival at the Northeast Regional Library. *Tales We Have Told* was the theme for six experienced storytellers, keynoted by world-famous folklorist and author Dr. Moritz Jagendorf. Special departmental projects also involved cooperation with all public, private and parochial schools, Home and School (PTA) Associations, 83 day care centers, Eastern Psychiatric Instituute, Hahnneman Hospital Community Mental Health Center, the probation project of Family Court, Gemini II, Developmental Center for Autistic Children, programs at centers for pregnant girls and a Bicentennial project for inner city children. All of this is in addition to day-to-day activities, talks and programs in all branches of the system.

LIBRARY FOR THE BLIND AND PHYSICALLY HANDICAPPED

The Bicentennial year was celebrated with special projects, programs, publications, and conferences, and heralded a new era of computerized circulation control. The automation, which will not become operative for another year, comprises a mammoth project which will replace present inadequate manual methods already seriously burdened by increasing circulation which is up five percent this year. For the first time, circulation topped 500,000.

The largest and most successful project, the creation of the first National Exhibit of Art by the Blind, a continuation of last year's local art show, was cosponsored by the University (of Pennsylvania) Museum. The need for blind tourist information prompted the development of a giveaway map of historic Philadelphia, in Braille and large print. Several guide books were taped for cassette duplication and some of these were also done in Braille. Other projects include an exhibit of gems and precious stones to be touched by the blind; and production of a weekly half-hour series, "Inside the Library," for use by the Radio Information Center for the Blind. Funding from the Pennsylvania State Library provided for a sound sheet (a plastic record) containing 40 minutes of information about the Library's services, which was distributed to all users, and an attractive brochure,

You've Got a Friend, used to inform libraries, hospitals, schools and other institutions of the services available to the blind and handicapped.

DISTRICT LIBRARY CENTER

Since no library in adjacent Delaware County is equipped to provide back-up services for public libraries in the county, the Free Library of Philadelphia, on the basis of annually recurring State funds, serves as a major resource for that area. Newly elected county officials now view library development as a potential service, and local citizens and library groups cooperate in idea sharing and planning for future library service. Although no funds have been allocated for county library service, major steps have been made toward a county library concept, and the District office anticipates a future when Delaware County will attain independence in library services.

SUPPORTIVE SERVICES

PROCESSING DIVISION

Since 1973 the Free Library has budgeted increasing amounts of money to non-book materials, and this change has greatly affected the nature of the work of the technical processing staff. The expanded acquisition of phonorecords alone has increased from an occasional part-time occupation to three full-time positions. In addition, and in spite of inflation, the number of new book titles added annually continues to increase, this year reaching an all-time high of 21,302, plus several thousand titles on replacement lists.

As the book budget rose to an all-time high of $2,133,531, inflation, which took its toll, did not absorb the entire increase. The processing staff handled 3,637 more new adult titles than in the preceding year. Much of this increase represented collections for eight library agencies scheduled for future construction. However, a major breakthrough somewhat eased the situation. For the first time, capital funds were allocated for staff for purposes of assembling collections for new regional and branch libraries. Seventeen positions were granted for book selection, acquisitions and cataloging. Without this benefit, the cumulative backlog would have become insurmountable.

PUBLIC RELATIONS

The Public Relations Department worked with usual efficiency and at top speed to keep pace with a fiscal year which ended in the first six months of the Bicentennial year. Special events that warranted and received special media coverage included the Friends' gala with Princess Grace of Monaco in attendance; Mrs. Vincent Astor's presentation of an original letter from George Washington; the presence of illustrator Leonard Everett Fisher at the opening of an exhibit of his Bicentennial posters; and the vist of playwright Joshua Logan and actor Anthony Quayle to a reception in the Theatre Collection.

In addition to that noted above, seven major exhibits in the Central Library lobby featured fine portrait prints of American Indians, original letters in the Free Library collection from all of the United States presidents, and "Two Hundred Years of Publishing in Philadelphia," highlighting publications from the working collection of the Free Library for each year from 1776.

The national birthday was celebrated with booklists, brochures, flyers, bookmarks, folders, posters and signs, which the department produced throughout the year at the average rate of three per week. The work of the department was highly significant in the overall increase in use of the library during the year.

ADMINISTRATIVE SERVICES DIVISION

Since the Administrative Services Division offers supportive undergirding to the entire library system, much of its activities are implied in the reports of the other divisions.

It must be particularly noted, however, that in renovating the Central Library in anticipation of the Bicentennial, the following remarkable accomplishments were achieved: completion of two new air-conditioned meeting rooms; automation of both public elevators; air-conditioning of the 400-seat Lecture Hall; the relighting and painting of public service departments; restoration of the ornate wrought iron main entrance gates; and relighting of the exterior of the building.

FRIENDS OF THE FREE LIBRARY OF PHILADELPHIA, INC.

The fledgling Friends organization ended its third year of existence with the aura of an older institution with a tradition of decades of success. A modest, balanced budget was adequate to assure growth in membership, spirit, activity, and recognition. In addition to regular programming dedicated to consumer education, the blind and the deaf, plans for opening a gift shop in the Central Library, a book sale and an author's tea, the year's top event was the George Kelly gala, highlighting the Theatre Collection and bringing Princess Grace of Monaco to the Free Library. Future plans are for greater expansion, increasing strength to serve the library and greater attention from legislators at all levels of government.

STATISTICAL REPORT

1975 – 1976

General Information

Report of the Free Library of Philadelphia for the fiscal year ending June 30, 1976.

Date of Founding:	February 18, 1891
Name of Director:	Keith Doms
Date of appointment:	September 1, 1969
Appointing authority:	Board of Trustees
Governmental Unit of support and service:	City-County (Co-terminous)

Population:	1,950,098	City (1970 census)
	603,456	District*
	2,553,454	Total

Area legally entitled to service:	129.7 sq. miles	City
	184.0 " "	District
	313.7 " "	Total

No. of hours Central Library is open per week for circulation, reading and study:

69 winter; 65 summer

No. of days open during year:	342 days
No. of days open per week:	7 winter; 6 summer
Period of loan:	21 days

*Service to Delaware County under Pennsylvania Pamphlet Law #324, *The Library Code.*

BOOK STOCK

	1975/76	1974/75
Number of volumes added during year:		
Adult	135,882	116,940
Juvenile	103,566	62,878
Total	239,448	179,818
Number of volumes withdrawn during year:		
Adult	83,741	78,726
Juvenile	45,380	53,046
Total	129,121	131,772
Number of volumes at end of year:		
Adult	2,031,597	1,979,456
Juvenile	919,182	860,996
Total	2,950,779	2,840,452

Miscellaneous Stock

	1975/76	1974/75
Number added during year:		
Photos, pictures, prints	23,639	29,969
Maps	3,760	21,168
Sound recordings (discs)	11,070	4,815
Manuscripts	42	82
Unbound documents	37,612	30,653
Pamphlets	187,822	117,489
Tape recordings	7,471	3,283
Microcards & Microprints	19,079	25,564
Educational film reels	156	173
Microfilm reels	4,841	5,264
Microfiche	5,428	26,267
Talking book containers	15,289	20,734
Slides	0	0
Number withdrawn during year:		
Photos, pictures, prints	69	3,960

Maps	533	13,076
Sound recordings (discs)	899	421
Manuscripts	0	0
Unbound documents	47,907	49,946
Pamphlets	68,539	75,587
Tape recordings	224	71
Microcards & Microprints	0	26
Educational film reels	62	29
Microfilm reels	5	5
Microfiche	0	0
Talking book containers	9,264	1,371
Slides	0	0
Total end of year:		
Photos, pictures, prints	1,139,665	1,116,095
Maps	139,578	136,351
Sound recordings (discs)	62,723	52,552
Manuscripts	16,855	16,813
Unbound documents	1,332,760	1,343,055
Pamphlets	943,504	824,221
Tape recordings	34,963	27,716
Microcards & Microprints	419,806	400,819
Educational film reels	1,746	1,652
Microfilm reels	49,041	44,205
Microfiche	81,853	76,425
Talking book containers	162,620	156,595
Slides	1,780	1,780
Periodical titles currently received:	3,451	4,110
Newspaper titles currently received:	142	136

Circulation and Use

	1975/76	1974/75
No. of reference aid transactions:	809,586	755,875
No. of volumes lent for home use:		
Adult	3,959,716	3,777,995
Juvenile	1,645,346	1,619,222
Total	5,605,062	5,397,217
Per capita circulation:	2.874	2.767
No. of interlibrary loans:		
Volumes lent	8,540	9,646
Volumes borrowed	415	343

Registration

	1975/76	1974/75
Total number of registered borrowers:		
Adult	383,005	363,184
Juvenile	180,463	178,799
Total	563,468	541,983
Percentage of population registered:	28.9%	27.7%
Borrowers registered during year:		
Adult	134,297	130,019
Juvenile	59,686	60,555
Total	193,983	190,574

Annual fee charged to non-residents: $3.00
Length of registration: 3 years

Agencies

	1975/76	1974/75
Central Library	1	1
Branches and sub-branches		
In library buildings	44	44
Rented	2	2
Other		
Library for the Blind and Physically Handicapped	1	1
Mercantile Library	1	1
Northeast Regional Library	1	1
Stations		
In schools	155	46
Institutions	69	107
Community	36	69
Other	111	211
Sub-total, Stations	371	433
Total Agencies	421	483
Bookmobiles	2	2
Number of stops	33	33
Average number of days between visits	7	7

Personnel

	1975/76	1974/75
Professional	261	244
Non-professional	529	502
Maintenance	157	150
Total number of authorized positions	947**	896
Total number of positions filled	862***	888*

*Includes 37 CETA and PEP employees funded by Federal programs

**Includes all funding sources

***Includes 30 CETA employees funded by Federal programs

FINANCE

Operating Budget

(From all sources)

	1975/76	1974/75
Expenditures:		
Salaries	$10,901,761[3]	$9,429,594[1]
Books, periodicals and audiovisual materials	1,740,347	1,859,512
All other operating expenses	1,285,899	1,329,193
Sub-total	13,928,007	12,618,299
Est. expenditures by other City departments:		
Federal Insurance Contribution Act	525,851	454,707
Pension	1,252,441	1,082,358
Hospitalization	355,659	307,225
Group life insurance	48,003	41,680
Electricity	285,228	271,645
Gas	60,490	57,610
Purchased steam and air conditioning	44,527	42,400
Rent	36,850	36,850
Telephone	67,725	64,500
Water	29,825	28,410
Sub-total	2,706,599	2,387,385
Total	$16,634,606	$15,005,684
Distribution by source:		
From City funds	$13,781,506[3]	$12,154,478[1]
From State funds		
Local	1,062,723	995,952
District	651,247	768,892
Resource	94,966	107,718
Library for the Blind and Physically Handicapped	536,444	483,795
Regional Film Center	*	*
Community Information Center	**	**
Free Wheeler	*	*
From Trust funds	507,720[4]	494,849[2]
Total	$16,634,606	$15,005,684
Per capita expenditures excluding State District***, State Resource, and Library for the Blind and Physically Handicapped	$8.12	$7.32
[1] Includes Emergency Employment Act Funds	$17,137	
Includes Comprehensive Employment Training Act Funds	143,915	
[2] Includes LSCA Title I Funds	227,031	
[3] Includes Comprehensive Employment Training Act Funds	295,249	
[4] Includes LSCA Title I Funds	146,523	

*Program transferred to City funds in FY 74

**Program transferred to LSCA Title I (Included in 2 above)

***Exclusion for State District is only that amount received for Delaware County

CAPITAL PROGRAM SCHEDULE 1977–82

As Approved by City Council

Projects	Appropriated to date	1977	1978	1979	1980	1981	1982	Total 1977–82
Initial materials – new capital facilities	$ 881,000	$ 350,000	$125,000	$	$	$	$	$ 1,356,000
Rehabilitation of existing agencies	351,976	160,000(r)	150,000(r)	150,000(r)	150,000(r)	150,000(r)	150,000(r)	1,261,976
Central Library modernization projects	1,796,305	286,000(r)	150,000(r)	150,000(r)	150,000(r)	150,000(r)	150,000(r)	2,832,305
Air-conditioning branch libraries	666,685	103,000	103,000		103,000	106,000	106,000	1,187,685
Central Library site expansion	127,031			110,000(s)				237,031
Ogontz Branch	71,894			475,000(b)				546,894
Adams Avenue Branch		65,000 (s) (p)	286,000(b)					351,000
Whitman Branch	646,028	28,000(f)						674,028
Haverford Ave. Branch	44,900	630,000(b)						674,900
Northwest Regional Library	202,398	1,711,000(b)						1,913,398
Eastwick Branch	44,940	626,000(b)						670,940
Total	$4,833,157	$3,959,000	$814,000	$885,000	$403,000	$406,000	$406,000	$11,706,157

(s) Site
(b) Building
(p) Planning
(r) Rehabilitation
(f) Furnishings

FISCAL YEAR 1977

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ANNUAL REPORT

JULY 1, 1976 JUNE 30, 1977

THE FREE LIBRARY OF PHILADELPHIA

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Keith Doms

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

FR006537

...N SQUARE, NINETEENTH AND VINE STREETS

THE FREE LIBRARY OF PHILADELPHIA

Annual Report – Fiscal Year 1977

July 1, 1976 – June 30, 1977

TABLE OF CONTENTS

	Page
Letter of Transmittal	V
Board of Trustees	VI
Board of Directors	VII
Administrative Staff	VIII
Director's Report	IX
Introduction	1
Personnel	1
Public Services	2
Central Public Services Division	2
Extension Division	3
Work with Adults & Young Adults	3
Work with Children	4
Library for the Blind and Physically Handicapped	5
District Library Center	5
Supportive Services	
Processing Division	5
Public Relations	5
Administrative Services	6
Friends of the Free Library of Philadelphia, Inc.	6
Statistical Report	7

141

THE FREE LIBRARY OF PHILADELPHIA

Logan Square, Philadelphia 19103

April 3, 1978

The Honorable Frank L. Rizzo
Mayor of the City of Philadelphia
Room 215, City Hall
Philadelphia, Pennsylvania 19107

My dear Mr. Mayor:

I have the honor to hand you with this letter the report of The Free Library of Philadelphia for the fiscal year ended June 30, 1977.

The Library system expanded during the year with the opening of the much-needed West Philadelphia Regional Library, and later with the opening of the Whitman Branch. Several new programs were also inaugurated including notably new services for the deaf and the well-used Lifelong Learning Center, which provides advice to mature citizens as to better careers and self-fulfillment.

At the same time, we were confronted with a general shortage of staff in a number of areas. The Director and his aides have done their utmost with the fiscal and human resources at their command, but have been hard put to it to render the services demanded of them.

In 1978 I will complete a 20-year term as President of the Board of Trustees, and I do not propose to continue beyond June. I, therefore, will not again be submitting an annual report to you. Accordingly, I take this opportunity to press two points of which I know you are aware. The first is that (as the current report evidences in various ways) the Free Library is not merely a dispenser of books and related materials, but a basic educational institution which must be adequately maintained for the welfare of the city and its inhabitants.

The second is that the capital and operating programs of the Library must be more carefully correlated. Important as new branches are, they must not be allowed to dilute the whole system, or stretch the backup services beyond the breaking point. Central supervision and coordination, prompt processing and cataloguing, adequate supplies of book stock at the Central Library may not have the instant appeal of a new branch, but they are essential to the proper functioning of the Library as an agency of government of which the city can be proud.

I trust that you and your administration will keep these points in mind.

Respectfully yours,

James A. Montgomery Jr.

James Alan Montgomery, Jr.
President

BOARD OF TRUSTEES

THE FREE LIBRARY OF PHILADELPHIA

1976–1977

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . John A. Philbrick, III[1]
Second Vice President . . . . . Joseph W. Lippincott, Jr.[1]
Secretary . . . . . Salivia T. Sharpe
Treasurer . . . . . John A. Philbrick, III
Assistant Treasurer . . . . . Keith Doms

Trustees

Seymour Adelman
William Bates, Jr.[2]
Abe Belsky
William W. Bodine, Jr.
Joseph Brandschain
Msgr. Vincent L. Burns
Armand Della Porta
F. Eugene Dixon, Jr.
Marjorie N. Farmer
Millard E. Gladfelter
Eleanore R. Green
Rose B. Green
Joseph W. Lippincott, Jr.
William F. Machold
Rev. Demetrius Mamalis
Frank C.P. McGlinn
James Alan Montgomery, Jr.
David W. O'Brien
Faith G. Perelman[3]
John A. Philbrick, III
Jerome J. Shestack
Wendell W. Young, III

Trustees Emeritus

Francis Heed Adler
Mary Wickham Bond
Lessing J. Rosenwald

Ex-Officio Member

Robert W. Crawford, Recreation Commissioner

[1] Elected June 17, 1976
[2] Appointed November 18, 1976
[3] Appointed July 29, 1976

143

BOARD OF DIRECTORS

THE FREE LIBRARY OF PHILADELPHIA

1976 – 1977

The Free Library of Philadelphia was incorporated in 1891, upon the initiative of Dr. William Pepper, through a bequest in excess of one quarter of one million dollars from George S. Pepper. The Board of Directors is self-perpetuating and the members, except those ex-officio, serve for three years. The Corporation owns special collections of books and manuscripts and governs certain endowment funds.

A Board of Trustees was created by ordinance of City Council in 1894, enabling the library system to receive appropriations from the City of Philadelphia for establishing and maintaining a free library. The Board of Trustees, under management contract, oversees the operating affairs of the Corporation.

Officers

President . . . . . James Alan Montgomery, Jr.
First Vice President . . . . . John A. Philbrick, III[1]
Second Vice President . . . . . Joseph W. Lippincott, Jr.[1]
Secretary . . . . . Salivia T. Sharpe
Treasurer . . . . . John A. Philbrick, III
Assistant Treasurer . . . . . Keith Doms

Directors
(elected for three years)

Seymour Adelman
Abe Belsky
William W. Bodine, Jr.
Joseph Brandschain
Msgr. Vincent L. Burns
Armand Della Porta
Millard E. Gladfelter
Eleanore R. Green
Rose B. Green
Joseph W. Lippincott, Jr.
William F. Machold
Frank C.P. McGlinn
James Alan Montgomery, Jr.
John A. Philbrick, III

Ex-Officio Members

Frank L. Rizzo, Mayor
George X. Schwartz, President, City Council
Arthur W. Thomas, President, Board of Education

[1] Elected June 17, 1976

THE FREE LIBRARY OF PHILADELPHIA

ADMINISTRATIVE STAFF

1976 – 1977

Keith Doms . . . . . Director

Donald H. Hunt . . . . . .Deputy Director

Marie A. Davis . . . . . Associate Director

Carolyn W. Field . . . . . Coordinator, Office of Work with Children

Peggy Glover . . . . . .Coordinator, Office of Work with Adults and Young Adults

Herman Greenberg. . . . . Personnel Officer

Frances Hinton . . . . . Chief, Processing Division

Ilse L. Hontz[1] . . . . . .Coordinator, District Services

Henry M. Kapenstein . . . . . Chief, Central Public Services Division

Thomas W. McConkey . . . . . .Chief, Administrative Services Division

Marilyn D. Moody[2] . . . . . .Coordinator, District Services

Grace E. Perkinson . . . . . .Public Relations Officer

J. Randall Rosensteel . . . . . .Administrative Assistant to the Director

Salivia T. Sharpe . . . . . Adminstrative Secretary

Alan W. Thomas . . . . . .Chief, Extension Division

[1] Resigned October 8, 1976
[2] Appointed January 10, 1977

145

THE FREE LIBRARY OF PHILADELPHIA

FISCAL 1977 ANNUAL REPORT
July 1, 1976 – June 30, 1977

TO THE BOARD OF TRUSTEES:

The Free Library of Philadelphia reached two notable milestones during the past fiscal year. First, the Central Library observed its 50th anniversary in the present building, which was opened to the public in June of 1927. Second, and of greater importance, the library collection reached a new high of 3,000,000 cataloged volumes. Symbolically and pragmatically, this was an important event, for in the final analysis, the utility of the Free Library is rooted in the quality, scope, and diversity of its collections.

Founded in 1891, the modest collections of the Free Library have over the last 85 years grown into a vast resource which has affected generations of Philadelphians from all walks and stages of life. In addition to a book stock of more than 3,000,000 volumes, Free Library collections include more than 4,000,000 other items which range from cuneiform clay tablets and Poe manuscripts to modern motion picture films and tape recordings. To maintain these collections is a pressing problem. It is on the basis of their excellence that the Free Library has achieved its prominence in Philadelphia, the region, and the nation.

Drawing upon the extensive resources of the Free Library, two important publications were issued during the past year in conjunction with Philadelphia's celebration of the Bicentennial. **Pennsylvania German Fraktur** published by the Pennsylvania German Society and the Free Library, is an illustrated catalogue, in two volumes, of the collection in the Free Library, the most extensive anywhere. **Old Philadelphia in Early Photographs,** a Dover publication, was based entirely upon the collection of the Print and Picture Department. Both publications received critical acclaim.

During the year, two new facilities were opened. The West Philadelphia Regional Library, which opened on October 21, is a popular and heavily used facility. In January 1977, the Whitman Branch was opened in the southeast area of the city. It is the 47th neighborhood branch in the Free Library system.

In pursuit of its continuing goal to provide lifelong learning resources, services, and opportunities, the Free Library participated in a variety of appropriate programs and activities for all age levels. With the aid of a Library Services and Construction Act grant, it was possible to launch a new and experimental program of services to the deaf. Under this program, a qualified Coordinator of Deaf Services worked effectively with the community and the staff to develop programs and a new awareness of the needs of deaf persons. As a part of this effort, children's librarians were trained in sign language and assisted in workshops for the deaf.

Also, a new federally supported Lifelong Learning Center was opened. An instant success, it offers career and educational counseling services to the general public. The Center, which operates from the Central Library and several additional outlets, is a pilot program sponsored jointly with the Pennsylvania Department of Education.

The work of the Library for the Blind and Physically Handicapped was greatly facilitated through computerization of its circulation records. By the end of the year, books were circulated in response to patron request and reader interest. As a result of automation, reader services have been up-graded appreciably. The Library for the Blind and Physically Handicapped is funded by the Commonwealth of Pennsylvania.

Significant renovations made to the Central Library included the relighting of many public areas, air-conditioning of the cafeteria and Skyline Room, exterior cleaning of the building, and automation of the main entrance doors. Most of these projects were funded by the federal EDA Local Public Works program. The Central Library building rehabilitation and restoration program is scheduled for completion by 1981.

Despite several noteworthy accomplishments, together with somewhat improved service on a scattered basis, continued personnel shortages combined with rampant inflation have placed a heavy burden on all personnel. I wish to commend the entire staff for their loyalty and commitment to the Free Library and the people of Philadelphia. Indeed, service is often given well beyond the call of duty and I am most grateful.

During the year, the Library benefited in many ways from the support of the Friends of The Free Library of Philadelphia. Their active interest is a source of continuing encouragement to both the governance and administration of the Library.

Finally, I wish to acknowledge with deep appreciation the efforts of the Board of Trustees whose interest, counsel, leadership and cooperation is of inestimable value in furthering the goals and objectives of the Free Library. Such active involvement during a decade of severe urban problems and attendant fiscal constraints is both heartening and reassuring.

Keith Doms
Director

INTRODUCTION

The fiscal year opened on July 1, 1976, to the second and most festive half of the Bicentennial celebration. Indeed there was spectacle in which the Library participated widely to honor the nation's 200th anniversary in the city of its birth. There were also cosmetic and structural improvements to the Central Library and capital additions to the branch library system. And Philadelphia's role as central to the Bicentennial, in combination with federal construction funds allocated by City Administration, provided many benefits to the Free Library.

But to the regular reader of these annual reports the ongoing pattern of inadequate support will be only too familiar and the year will reflect others of recent experience. Inflation continued its demand for enormous allocations in the salary budget, while failing to provide the staff increase vital to restoration of services to previous criteria. Rising costs continued to erode library materials budgets which a few years ago would have been generous. And as a result both quality and quantity of public service remained substandard.

Thus a year of national and local exuberance provided reasons to rejoice and reasons to despair. In retrospect for the Free Library it was another year of struggle to maintain the level of reduced standards which set in with the turn of the decade. The achievements, the setbacks and the inertia are illustrated in the reports that follow.

PERSONNEL

The year began on a healthy note with approval by the City Director of Finance to fill all positions authorized in the fiscal 1977 budget. The Free Library made rapid progress in reducing from 69 to 27 the number of vacancies frozen last year and carried into the new budget. By October, however, the announced closing of Philadelphia General Hospital, and the need to transfer personnel displaced by the closing, ultimately resulted in the Library hiring 17 of these individuals. Except for this source of manpower the Library's vacancies were in effect again frozen.

Without the federal CETA (Comprehensive Employment and Training Act) program, it is likely that a significant number of staff-depleted agencies could not have continued to operate. Vacancies which occurred in the program were routinely permitted to be filled. During the summer months the Library again participated in the Neighborhood Youth Corps program. While this provided 92 teenage assistants in custodial and library page assignments, there were the usual problems with attendance and performance, and several students, as usual, terminated employment before closing date at the end of August.

Efforts to recruit qualified librarian representatives of minority groups, in accordance with the Free Library affirmative action program, continued with a visit to the University of Pittsburgh Graduate School of Library and Information Science. Of nine students interviewed, only two were seriously interested in the Free Library. Another breakthrough with regard to protected minority groups was achieved when the City approved the concept of an intern program which would permit pairs of graduate library school students to alternate on a work/study basis. By the end of the fiscal year, however the program had not been implemented due to the requirement that the Library must vacate equivalent essential positions which could not be spared.

PUBLIC SERVICES

CENTRAL PUBLIC SERVICES DIVISION

On June 2, 1977, the Central Library completed its 50th year in the present building. After five decades of strenuous public use, the interior and exterior building facelift (described under **Administrative Services Division**) continued to restore, renovate and rejuvenate one of Philadelphia's most treasured historical structures. The clang and screech of hammers, drills and machines became the aural setting for quiet study and contemplative reading, but only temporarily. Both staff and public sustained inconvenience stoically and shared anticipation of future splendor and comfort in a mutual spirit of renewal.

For the staff the prediction of a year of hard work and adaptation to innovations inspired by the Bicentennial proved to be all of that and much more. It was a year of vitality, of growth, of progress. The Central Library remained open Sundays for the Bicentennial summer, with appropriate programs, exhibits and events highlighted throughout the year. Increased use of the library was evident throughout the broad range of services, ranging from 15 to 29 percent over last year in such areas as telephone requests, film loans, registration, and interlibrary loan requests.

The Computer Based Information Center (The Information Bank) continued to solve the problems of thousands of patrons, but inflationary costs dictated a cut in free service . . . Improved service, along with better preservation and control of collections, through general weeding and elimination of duplicates and unusable files, were outstanding, if unheralded, achievements throughout the division . . . There were remarkable accomplishments in the special collections. Automobile Reference cleared a two-year backlog of research requests; the Theatre Collection, through a continuing foundation grant, completed the **Philadelphia Theatre Index**; Robert Looney, head of the Print and Picture Department, edited and published the papers of the Conference on American Prints held in Philadelphia in 1973; the upgrading, by the City Personnel Department, of heads of special collections to the third professional level was an overdue acknowledgment of the need for experience and authority in these areas.

The Fleisher Collection (of orchestral music) steadily advanced its work toward publication of a catalog of the collection. A grant from the Ford Foundation has made this work possible, and publicaton next year is expected to achieve worldwide recognition . . . And the Music Department achieved increased popularity and success in the development of a collection of circulating phonorecords.

The Rare Book Department observed the Bicentennial with widely diverse events, attracting 4300 visitors for activities ranging from a reception for John Cardinal Wright, Prefect of the Sacred Congregation for the Clergy at the Vatican, to a tour for third graders from an inner city school. Such totally unrelated occasions illustrate the usefulness of these fine collections, now valued at $25,000,000, as stimulants to thought at various intellectual levels.

Many significant gifts and purchases were added during the year. Frederick R. Gardner donated 59 original watercolors and drawings from books written and/or illustrated by Robert Lawson, bringing to more than 1,000 the total number of Lawson originals in the Gardner collection. Norman Strouse added a group of letters of Presidents' wives to support the full collection of letters of the Presidents. Other significant pieces included additions to the collection of Dickens' letters (which now total more than 1,000) and to the collection of Pennsylvania German Fraktur.

EXTENSION DIVISION

The accomplishments of the year and the maintenance of public service in the complex of regional and branch libraries were achieved in spite of problems beyond administrative control and frequently under great duress. A long, harsh winter with a continuing energy crisis created confusion in the public mind regarding hours of service in library agencies. The bitterly cold weather culminated in a natural gas shortage which closed 40 branch libraries for five days in late January, sparing only those branches which operate on oil or city steam. Shortly thereafter, in early March, the local transit union called a record-breaking strike which lasted six weeks. Staff somehow managed to struggle to work without public transportation and many were reassigned, but only one branch library was forced to close for the duration. As a result of this pile-up of disasters, 46 branch libraries declined in annual book circulation. The one percent increase in circulation for the division as a whole is attributed to the opening of two new agencies and the reopening of two others after renovation.

On October 21, 1976, the opening of a second Regional Library was cause for Bicentennial celebration in West Philadelphia, where its opening was greeted enthusiastically. The enthusiasm continued with heavy use of the library, with extensive booking of meeting and conference rooms and with overflow attendance at programs. At the same time, ground was broken for a third Regional Library in Northwest Philadelphia. Regional libraries serve a large geographical area of the city, with services, staff and collections greatly superior to the several branch libraries located in communities in the area. In January, 1977 the 47th branch library, the Whitman Branch, was opened in the southeast area of the City. And finally, as a result of community concern and pressure, the Girard Avenue Branch was renamed the Ramonita G(utierrez) de Rodriguez Branch Library in honor of a popular former educator in the Puerto Rican community.

Because of tight staffing patterns throughout the system , only 15 branches offered Saturday service, with some encouragement toward the end of the fiscal year that this situation would improve by fall. If patrons are less than pleased by the quantity of Saturday service, they have expressed their delight in another service, the circulation of non-print materials. In the seven agencies which now offer this service, 63,000 items, mostly phonorecords, were circulated this year.

WORK WITH ADULTS AND YOUNG ADULTS

The Bicentennial, its events and programs, continued until the end of the year, with many excellent cultural programs placing the Library squarely in competition with the multitude of activities scheduled for this auspicious year. Music, dance, drama, and film emphasized the positive aspects of American life, and particularly those with an ethnic focus brought many people to the Central Library for the first time.

Staffing again presented insurmountable problems in service to teenagers. The greatest shortage of librarians was in the category of young adult specialists, with only ten scattered throughout the system of branch libraries. The situation continued to affect relations with schools as well as activities in branches. Adult as well as young adult services experienced erosion in every situation where a single librarian was required to manage both areas.

On the brighter side, innovative services introduced in recent years hold their own, at the least, or were expanded, in either case indicating fulfillment of real public need. The **(New York Times)** Information Bank, with connect time rates almost doubled, proved its value in the willingness of many, particularly commercial, users to pay for the service

or portions thereof. VICS (Vocational Information through Computer Systems), with five terminals located in the Central and regional libraries, increased its users by 41% to 8,600 and its requests by 27% to 21,400. A one-year LSCA grant financed a giant step forward for services to the deaf in the hiring of a Coordinator of Deaf Services.

Staff were actively involved in adult education projects at local, state and national levels, to an extent which will be impossible to sustain without additional funding. In four library centers the Adult Learning Program offered basic literacy instruction and preparation for GED (General Educational Development) examinations. School Board classes met in 17 branch libraries, with English as a Second Language a major project in another branch. Coping skills and consumer information materials were available to the public in all library agencies. And the Lifelong Learning Center, with its career and educational counseling program, was an instant success when it opened early in 1977.

WORK WITH CHILDREN

Service to the individual is the principle which underlies and provides guidelines and impetus for all activities in the area of children's services at the Free Library. This principle seems frequently to be obscured by heavy publicity of large-group activities, but such is not the case. Programs and activities, community contacts, booklists, displays, and other devices of general appeal are techniques for attracting the individual child to the library for the purpose of satisfying personal needs and interests. This is proven by statistics for fiscal 1977, a year of extensive publicity and programming because it included the summer of the Bicentennial celebration. School registration dropped 47,000 from the preceding year; yet children's library registrations increased 3,500, and children's book circulation went up by 84,000.

The Vacation Reading Club observed its 70th anniversary with the theme Celebrate with Books, a project which also enrolled a record 62 blind children . . . The most exciting series for children was storytelling twice daily on a stage in Logan Square facing the Central Library. Storytellers in colorful costumes of the 1850s played musical instruments, sang folk ballads and dispensed balloons and booklists from a canopied book cart to 5000 children, but thousands more heard the programs broadcast over an extensive loud speaker system . . . Another major activity, funded by an LSCA grant, was a project devoted to library services to the deaf. Children's librarians were trained in sign language and assisted in workshops for the deaf and in the selection of special materials and preparation of bibliographies. The highlight of the project was a series of eight performances in and around Philadelphia by the extremely imaginative Little Theatre of the Deaf.

The Office of Work with Children again cosponsored a spring workshop with Drexel University Graduate School of Library Science. The theme was The Magic of Poetry, and Nancy Larrick was presented with the 7th Drexel citation . . . The 19th annual Spring Book Review for librarians, teachers and parents featured Tomie De Paola and Steven Kroll, with copies of their books made available for sale and autographing by the Friends of the Free Library . . . The Office continued to be involved and to cooperate with a vast number of local, national and international organizations which included the Library of Congress Advisory Committee on the Selection of Children's Books for the Blind and Physically Handicapped, National Council of Teachers of English, International Reading Association, World Book Advisory Committee, American Film Festival, Greater Philadelphia Area Committee of UNICEF, and many others.

LIBRARY FOR THE BLIND AND PHYSICALLY HANDICAPPED

This was the year of the computer. Although several months behind schedule, computerized circulation was achieved during the year. There remain problems to solve, but by the end of the year books were being circulated accurately in response to patron request and reader interest; and both staff and computer were successful in preparing bibliographies, taking machine inventories, printing envelopes and preparing mailing labels, making weeding lists, and keeping statistics.

While the computer commanded all available staff time, the Library managed to maintain its leadership function as a major force in blind and handicapped activities in Philadelphia and Pennsylvania. Staff were significantly involved in the Governor's Conference on Handicapped Individuals, hosted the second Annual Exhibit of Art by the Blind, assisted in the establishment of a multistate center for the Library of Congress, sponsored a seminar for blind college students, and produced radio shows for the blind.

DISTRICT LIBRARY CENTER

The Free Library of Philadelphia continues to serve public libraries in adjacent Delaware County. In addition to the provision of interlibrary book and film loans, back-up services include field visits, workshops and participation in meetings. Because state funding for this service is inadequate and has never been increased in spite of rampant inflation, an advisory committee was appointed to recommend retention or abandonment of services as the capability of the fixed budget shrinks.

SUPPORTIVE SERVICES

PROCESSING DIVISION

The overwhelming concern in this division is the backlog of thousands of titles awaiting cataloging. The accumulation began a few years ago when the Free Library initiated heavy annual investment in the purchase of hundreds of thousands of dollars in microform. At the same time a breakthrough occurred in acquiring audiovisual materials for new branch libraries. The combination of subsequent staff losses and the amount of additional time consumed in cataloging these new materials was responsible for the beginning of the backlog. Even the installation of OCLC terminals did not alleviate the problem.

The situation was a matter of administrative study throughout the fiscal year. A major decision was to adopt the Library of Congress application of the 18th edition of **Dewey Decimal Classification**. While creating initial problems regarding subject areas of responsibility in the Central Library public departments, the change did somewhat alleviate the burden on catalogers and some inroads into the staggering backlog were noted. The problem, however, was by no means solved and remains a matter of major administrative concern for the coming year. It should be noted that the Catalog Department has been without a head for two years, and that the position has been committed for fiscal 1978.

PUBLIC RELATIONS

Several years of increasing annual production in this department culminated in the flurry of activities, programs, exhibits, publications, and media coverage devoted to the

Bicentennial year. The Public Relations staff not only met the challenge of the celebration but increased their output by as much as 25 percent in some areas and guaranteed super publicity for all events sponsored by the Free Library in its observation of the gala year.

In what could serve as a case study of a top-notch library public relations operation, the staff sent out more news releases than ever before; placed more items and personalites on radio and television; designed and printed more graphics pieces; and mounted larger and even better exhibits. They worked with outside contractors and printers; with radio managers and producers; with editors and reporters; with visiting dignitaries and a myriad of staff personalities; with photographers and platemakers; with television directors and performers. And above all the department met all deadlines.

Highlights included an exhibit of original Fraktur as groundwork for the future publication of an illustrated catalog of **The Pennsylvania German Fraktur of The Free Library of Philadelphia.** While this exhibit graced the display cases of the Central Library main lobby, the adjacent gallery presented a selection of 70 photographic enlargements from another recent publication, **Old Philadelphia in Early Photographs,** also based upon materials selected from the Free Library collection, edited by staff member Robert Looney. As a result of the publicity engendered by this display in all Philadelphia newspapers and on the three major television stations, sales and demand for the book outstripped stocks in stores thoughout the city.

ADMINISTRATIVE SERVICES DIVISION

In addition to the new and renovated buildings noted under **Extension Division,** Administrative Services personnel were responsible for the design and implementation of many projects which served to renovate and restore the Central Library to its original condition for the Bicentennial celebration.

Public areas throughout the building were relighted. The Skyline Room and cafeteria on the roof were air-conditioned. The exterior of the building was preserved by thorough cleaning, waterproofing and birdproofing, and enhanced as a monument on The Parkway by extensive floodlighting. A modern and attractive gift shop was constructed off the main foyer for operation by the Friends of the Free Library. The heavy bronze doors of the main entrance were automated. And work was begun on stage expension and construction of dressing rooms in the Lecture Hall, the Central Library's 400-seat all-purpose theatre.

These renovation projects were funded almost entirely by the federal EDA Local Public Works program. In addition, a combination of grants from this program and the Pennsylvania Historical and Museum Commission provided for restoration of the Edgar Allan Poe House complex, which will be accomplished during the coming fiscal year.

FRIENDS OF THE FREE LIBRARY OF PHILADELPHIA, INC.

In addition to opening an attractive gift shop in the foyer of the Central Library and sponsoring a dinner and evening for city, state and federal legislators, the Friends of the Free Library continued such activities as the book sale, the Author's Tea and programs adapted to various public needs in branch libraries. More than Friends in crisis only, the organization sustains a vigilant and active program of ongoing support in becoming involved with many of the constituencies which the Library serves – the handicapped, children, the neighborhoods. Their primary concern is fiscal support, as they actively support restoration of service, such as the reopening of branch libraries on Saturday.

STATISTICAL REPORT

1976–1977

General Information

Report of The Free Library of Philadelphia for the fiscal year ending June 30, 1977.

Date of founding:	February 18, 1891
Name of Director:	Keith Doms
Date of appointment:	September 1, 1969
Appointing authority:	Board of Trustees
Governmental unit of support and service:	City-County (Co-terminous)

Population:	1,950,098	– City (1970 census)
	603,456	– District*
	2,553,454	– Total

Area legally entitled to service:	129.7 sq. miles	– City
	184.0 " "	– District
	313.7 " "	– Total

No. of hours Central Library is open per week for circulation, reading and study: 69 hours

No. of days open during year:	347 days
No. of days open during week:	7 days
Period of loan:	21 days

* Service to Delaware County under Pennsylvania Pamphlet Law #324, The Library Code.

Book Stock

	1976/77	1975/76
Number of volumes added during year:		
Adult	123,311	135,882
Juvenile	94,888	103,566
Total	218,199	239,448
Number of volumes withdrawn during year:		
Adult	73,918	83,741
Juvenile	54,806	45,380
Total	128,724	129,121
Number of volumes at end of year:		
Adult	2,080,990	2,031,597
Juvenile	959,264	919,182
Total	3,040,254	2,950,779

Miscellaneous Stock

	1976/77	1975/76
Number added during year:		
Film reels	183	156
Manuscripts	61	42
Maps	4,321	3,760
Microcards and microprints	5,278	19,079
Microfiche	19,700	5,428
Microfilm reels	6,324	4,841
Pamphlets	126,898	187,822
Photographs, pictures, prints	18,210	23,639
Slides	0	0
Sound recordings (discs)	17,035	11,070
Talking book containers	10,196	15,289
Tape recordings	10,651	7,471
Unbound documents	28,941	37,612
Number withdrawn during year:		
Films	16	62
Manuscripts	0	0
Maps	16,656	533
Microcards and microprints	0	0
Microfiche	958	0
Microfilm reels	2	5
Pamphlets	105,297	68,539
Photographs, pictures, prints	479	69

Slides	0	0
Sound recordings (discs)	769	899
Talking book containers	1,902	9,264
Tape recordings	67	224
Unbound documents	184,683	47,907
Total end of year:		
Films	1,913	1,746
Manuscripts	16,916	16,855
Maps	127,243	139,578
Microcards and microprints	425,084	419,806
Microfiche	100,595	81,853
Microfilm reels	55,363	49,041
Pamphlets	965,105	943,504
Photographs, pictures, prints	1,157,396	1,139,665
Slides	1,780	1,780
Sounds recordings (discs)	78,989	62,723
Talking book containers	170,914	162,620
Tape recordings	45,547	34,963
Unbound documents	1,177,018	1,332,760
Periodical titles currently received:	3,544	3,451
Newspaper titles currently recieved:	135	142

Circulation and Use

	1976/77	1975/76
No. of reference aid transactions:	822,193	809,586
No. of volumes lent for home use:		
Adult	3,884,505	3,959,716
Juvenile	1,729,466	1,645,346
Total	5,613,971	5,605,062
Per capita circulation:	2.878	2.874
No. of interlibrary loans:		
Volumes lent	10,248	8,540
Volumes borrowed	666	415

Registration

	1976/77	1975/76
Total number of registered borrowers:		
Adult	405,051	383,005
Juvenile	183,476	180,463
Total	588,527	563,468
Percentage of population registered:	30.2%	28.9%
Borrowers registered during year:		
Adult	140,735	134,297
Juvenile	63,235	59,686
Total	203,970	193,983

Annual fee charged to non-residents: $3.00

Length of registration: 3 years

Agencies

	1976/77	1975/76
Central Library	1	1
Branches and sub-branches:		
In library buildings	45	44
Rented	2	2
Other:		
Library for the Blind and Physically Handicapped	1	1
Mercantile Library	1	1
Northeast Regional Library	1	1
West Philadelphia Regional Library*	1	
Stations:		
In schools	138	155
Institutions	70	69
Community	33	36
Other	94	111
Sub-total, Stations	335	371
Total Agencies	387	421

*Opened for service October 21, 1976

	1976/77	1975/76
Bookmobiles	2	2
Number of stops	32	33
Average number of days between visits	7	7

Personnel

	1976/77	1975/76
Professional	261	261
Non-Professional	527	529
Maintenance	160	157
Total number of authorized positions	948***	947
Total number of positions filled	922****	862**

**Includes 30 CETA employees funded by Federal programs
***Includes 47 CETA positions
****Includes 46 CETA employees

FINANCE

Operating Budget
(From all sources)

	1976/77	1975/76
Expenditures:		
Salaries	$11,523,767[3]	$10,901,761[1]
Books, periodicals, audio-visual materials	1,751,066	1,740,347
All other operating expenses	1,113,185	1,285,899
Sub-total	14,388,018	13,928,007
Est. expenditures by other City departments:		
Federal Insurance Contribution Act	548,181	525,851
Pension	1,313,881	1,252,441
Hospitalization	434,086	355,659
Group life insurance and legal	75,906	48,003
Electricity	305,550	285,228
Gas	64,755	60,490
Purchased steam and air conditioning	47,155	44,527
Rent	39,430	36,850
Telephone	74,600	67,725
Water	32,522	29,825
Sub-total	2,936,066	2,706,599
Total	$17,324,084	$16,634,606
Distribution by source:		
From City funds	$14,325,691[3]	$13,781,506[1]
From State funds		
Local	1,010,552	1,062,723
District	658,718	651,247
Resource	93,600	94,966
Library for the Blind and Physically Handicapped	546,939[4]	536,444
From Trust funds	688,584[5]	507,720[2]
Total	$17,324,084	$16,634,606
Per capita expenditure excluding State District*, State Resource, and Library for the Blind and Physically Handicapped	$8.48	$8.12

[1] Includes Comprehensive Employment Training Act funds	$295,249
[2] Includes LSCA Title I funds	146,523
[3] Includes Comprehensive Employment Training Act funds. Does not include $37,254 for Summer Youth Corps.	334,365
[4] Includes reserve for cost of living increase	17,107
[5] Includes LSCA Title I funds	138,802
Includes LSCA Title III funds	3,204

*Exclusion is that amount received for Delaware County

CAPITAL PROGRAM SCHEDULE 1978–83

As Approved by City Council

Projects	Appropriated to date	1978	1979	1980	1981	1982	1983	Total 1978-83
Initial mat'ls.—new capital facilities	$1,583,000	$ 500,000	$ 357,000	$	$	$	$	$ 2,440,000
Rehabilitation of existing agencies	510,720	162,000(r)	162,000(r)	162,000(r)	162,000(r)	162,000(r)	162,000(r)	1,482,720
Central Library modernization projects	1,930,557		349,000(r)	426,000(r)	161,000(r)	161,000(r)	161,000(r)	3,188,557
Air conditioning—branch libraries	768,255		110,000	110,000	117,000	117,000	117,000	1,339,255
Data processing system—Acquisitions Department				208,000				208,000
Ogontz Branch	73,294		475,000(b)					548,294
Adams Ave. Branch	65,000				28,000(p)		363,000(b)	456,000
Central Library site expansion	127,031			173,000(s)				300,031
Lawncrest Branch meeting room addition		200,000(p&b)						200,000
Haverford Ave. Branch	44,900	606,000(b)						650,900
Eastwick Branch	45,340	626,000(s&b)						671,340
Northwest Regional Library	1,722,887	87,000(f)						1,809,887
TOTAL	$6,870,984	$2,181,000	$1,453,000	$1,079,000	$ 468,000	$ 440,000	$ 803,000	$13,294,984

(b) Building
(f) Furnishings
(p) Planning
(r) Rehabilitation
(s) Site